



Mainstream Media & Missing Children

Maximize Media Exposure



- My approach to media was forged on the day after Polly was kidnapped at 10:30 pm on Oct 1, 1993
- We stayed up all night interacting with law enforcement and Polly's mom
- At 6:00 a.m. KCBS News Radio station announced that Polly had been kidnapped
- By 9:00 am We had arrived at Polly's home in Petaluma
- I declined my first interview request
- The reporter said she could get more publicity with 10 seconds on the evening news that I could nailing flyers on telephone poles for 100 years
- I did the interview
- That moment represented a revelation: an epiphany.



Mainstream Media



- Mainstream media consists of broadcast/cable television
- Foreign language television
- AM & FM Radio Stations
- Print newspapers & magazines
- Print magazines
- More than 95% of American households have access to Broadcast Television
- Our target is the local affiliates and independent stations within your media market.

Broadcast Television



- 4-networks (ABC, CBS, NBC, FOX) usually have local affiliates
- All media markets have independent television stations not affiliated with big 4-Networks
- Median age for viewership is 51
- Best for local event coverage
- Cultivate your contacts
- Reporters & producers have covered missing cases throughout their careers and want to be part of the solution.

Cable News Networks



- Must have content to provide 24/7 coverage
- Missing children/crimes against children are a constant staple
- Appraised as high in newsworthiness because crimes against children are rare, morally abhorred, and constitute high deviance
- News stories with child victims typically have human interest elements and are likely to elicit viewers' emotions.

Foreign Language Networks

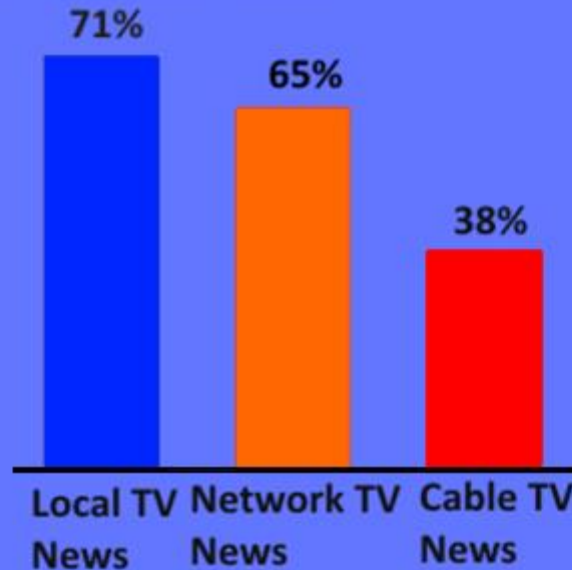
- Latino's account for 16% of the U.S. population
- Univision reaches an audience comparable to ABC, CBS, & NBC
- In 2011, Univision announced the launch of a 24-hour Spanish-language news station
- Learn Spanish or find a Spanish language spokesperson.



Sources of Television News

TV News Viewing

Percent of Americans Reached



Source: Nielsen Data, February 2013

PEW RESEARCH CENTER

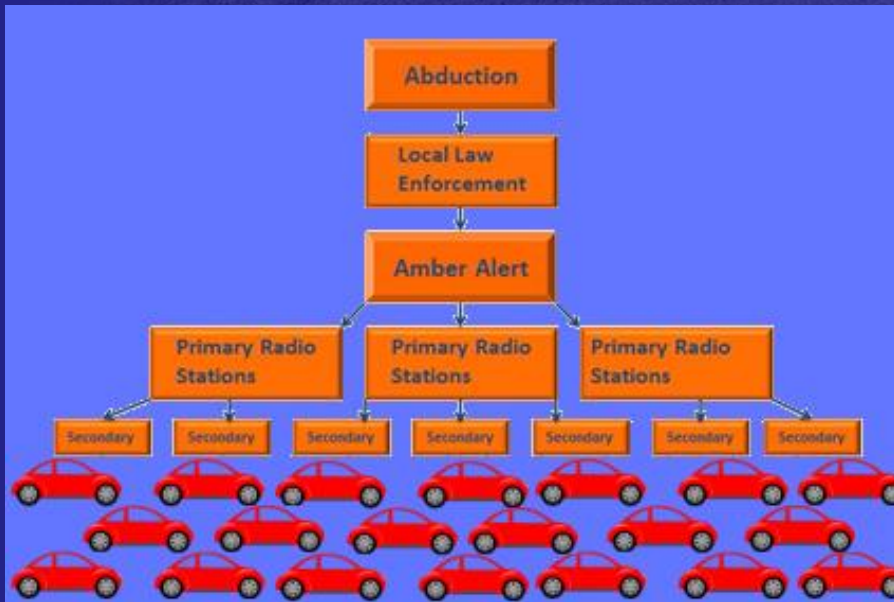
True Crime Television



- Becoming ubiquitous across television platforms
- Pseudo-documentary recreations of true crime
- Always interview individuals who are involved in or work cases
- If you are called upon to participate in one of these programs stay on message.

Radio

- Primary Amber Alert delivery mechanism in original plan
- Captive audience on the road
- People in cars listening to radio receive pertinent information delivered in a timely manner are able to aid in the recovery of a missing child.



Newspaper

The Miami News

The

The Times

The right place. The right Times.

Washington **The Tribune**

Post

The Examiner
WASHINGTON

**WALL STREET
JOURNAL**

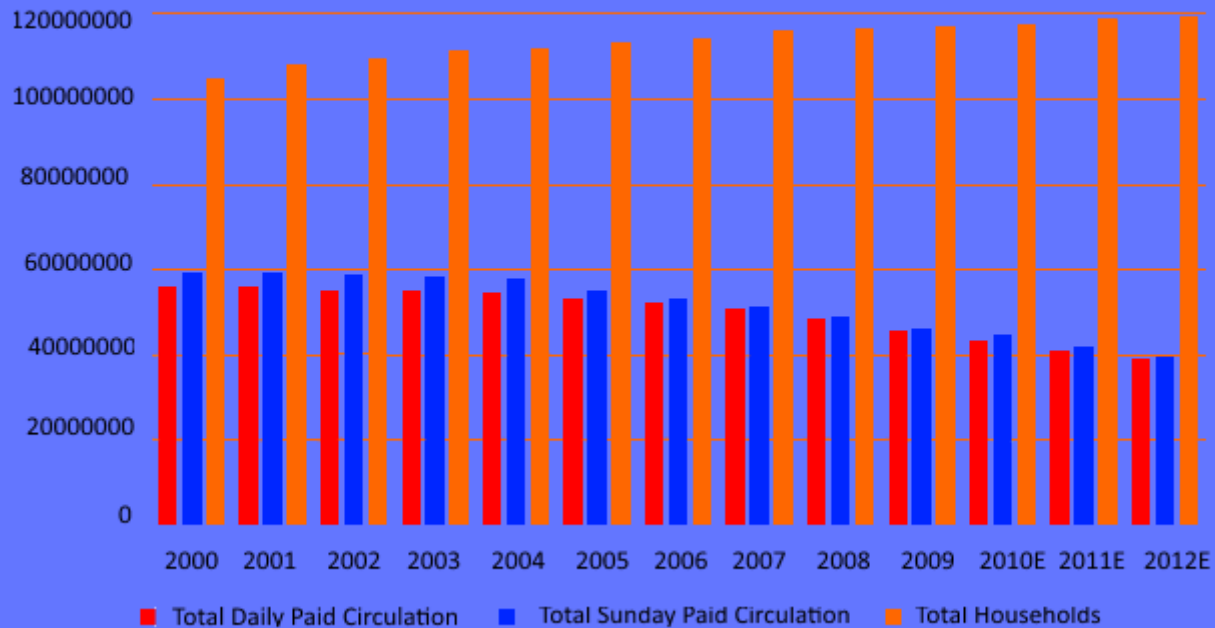


**USA
TODAY**

- Comprehensive & in depth coverage
- Investigative reporting
- Revive historical cases
- Revitalization as online subscriptions close the circulation gap.

Newspaper

Total daily/Sunday newspaper paid circulation, & total households USA, 2000-2012



Source: Communic@tions Management Inc. 10/28/13

When Children Are Kidnapped

- 76% of abducted/murdered children were found within a 12 mile radius of their last known location
- 46% of abducted/murdered were found within a mile and a half
- 50% of alive/murdered cases the child was located within 10 miles
- 75% of alive/murdered cases the child was located within 32 miles