

KANSAS SILVER ALERT MEDIA GUIDE

When contacted by local law enforcement or the Kansas Bureau of Investigation (KBI) that a Silver Alert is warranted, radio, television and newspapers are encouraged to provide an immediate response and broadcast the information contained in the alert.

Information regarding the Silver Alert will be sent by fax, e-mail, or telephone only. Nothing should be added to the official information provided by law enforcement. The information provided by law enforcement will include:

- Name and age of the missing person
- Description of individual (height, weight, hair color, other identifying characteristics)
- Description of vehicle and clothes
- Last known location
- Most recent picture of the missing person if possible
- Contact telephone number for the public to call with tips

The Silver Alert should be broadcast over the air and/or on websites as soon as possible but at the discretion of the station/newspaper.

The word “alert” should only be used if law enforcement has in fact issued a Silver Alert based on established criteria. Otherwise it should be treated like any other missing person information and publicized within the policies and procedures of the individual station/newspaper.