

OFFICE OF THE CHIEF OF POLICE

SPECIAL ORDER NO. 22

December 27, 2023

**SUBJECT: GUIDELINES FOR INITIATION OF A PUBLIC ALERT – REVISED;
AND, LOS ANGELES POLICE DEPARTMENT PUBLIC ALERT FORM,
FORM 09.31.00 – REVISED**

PURPOSE: Pursuant to Senate Bill 673, Emergency Notification: Ebony Alert: missing Black youth, effective January 1, 2024, and Assembly Bill 1314, Emergency Notification: Feather Alert: missing endangered indigenous people, effective January 1, 2023, California's Public Alert Systems have been updated to include both and would work much like an Amber Alert to rescue missing children. Effective January 1, 2024, the Department is authorized to request the Department of the California Highway Patrol to activate an Ebony Alert concerning Black youth inclusive to the ages of 12 through 25, including young women and girls, who are reported missing under unexplained or suspicious circumstances, at risk, developmentally disabled, or cognitively impaired, or who have been abducted. In addition to the Ebony Alert, the Department can also activate a Feather Alert for an endangered indigenous person who has gone missing under suspicious or unexplained circumstances. This Order revises Department Manual Section 4/712.20, *Guidelines for Initiation of a Public Alert*, and the Public Alert Form 09.31.00 to reflect the change.

PROCEDURE:

- I. GUIDELINES FOR INITIATION OF A PUBLIC ALERT – REVISED.** Department Manual Section 4/712.20, *Guidelines for Initiation of a Public Alert*, has been revised to include Ebony Alert and Feather Alert. The Manual section is attached with the revisions indicated in italics.
- II. PUBLIC ALERT FORM, FORM 09.31.00 – REVISED.** The Los Angeles Police Department Public Alert Form, Form 09.31.00, has been revised to reflect the additions of Ebony Alert and Feather Alert. The revised form is attached.

FORM AVAILABILITY: The Los Angeles Police Department Public Alert Form is available in E-Forms on the Department's Local Area Network (LAN). A copy of the form is attached for immediate use and duplication. All other versions of the form are obsolete and shall be discarded.

AMENDMENT: This Order amends Section 4/712.20 of the Department Manual.

AUDIT RESPONSIBILITY: The Commanding Officer, Audit Division, shall review this directive and determine whether an audit or inspection shall be conducted in accordance with Department Manual Section 0/080.30.


MICHEL R. MOORE
Chief of Police

Attachments

DISTRIBUTION "D"

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712.20 GUIDELINES FOR INITIATION OF A PUBLIC ALERT.

The following alert types shall be requested on a Los Angeles Police Department Public Alert Form, Form 09.31.00 (LAPD Public Alert Form), with the applicable alert type check box marked, when specific conditions have been met:

- Amber Alert;
- Child Abduction Regional Emergency (CARE) Alert;
- *Ebony Alert*;
- *Feather Alert*;
- Silver Alert;
- Blue Alert; or,
- Yellow Alert.

AMBER ALERT. An Amber Alert shall be requested as soon as a verified child abduction or kidnapping has occurred.

Criteria for the Initiation of an AMBER ALERT. The criteria for initiating an Amber Alert is met when **all** of the following conditions apply:

- It has been confirmed that an abduction has occurred, or the child has been taken by anybody, including, but not limited to, parents and/or guardians; **and**,
- The victim is 17 years of age or younger, or suffers from a confirmed mental or physical disability; **and**,
- The victim is reasonably believed to be in **imminent** danger of serious bodily injury or death; **and**,
- There is sufficient information available that, if disseminated to the general public, could assist in the safe recovery of the victim.

Note: An Amber Alert is **not** intended for cases involving runaways, missing children in which there is no evidence of foul play, or custody disputes that are not reasonably believed to be endangering the life or physical health of a child.

Investigating Officer's Responsibilities. When an officer determines a child abduction or kidnapping has occurred, the officer shall:

- Request a field supervisor and/or notify the on-duty watch commander;
- Complete an LAPD Public Alert Form, with the Amber Alert box checked, and approved by the detective commanding officer or the Area watch commander (WC) in the detective commanding officer's absence;
- Immediately contact the Department Operations Center (DOC) to request an Amber Alert; and,
- Ensure the missing person's information is entered into the National Crime Information Center (NCIC) within two hours.

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Note: The investigating officer shall seek advice from Robbery-Homicide Division (RHD) or the assigned detective supervisor on the preparation of an Amber Alert when it involves a kidnap for ransom, or any other case which could be compromised by the release of the information. The release of police record information or any information regarding the investigation shall follow guidelines outlined in Department Manual Section 3/406.10.

- Email the completed LAPD Public Alert Form with the “AMBER ALERT” box checked, to DOC@lapd.online, and make a follow-up phone call to confirm that the form was received;
- Contact Media Relations Division (MRD) personnel once the DOC receives an Amber Alert approval from the California Highway Patrol (CHP) Emergency Notification and Tactical Alert Center (ENTAC);
- Forward a copy of the LAPD Public Alert Form during working hours via email to mediarelations@lapd.online (MRD), with a follow-up phone call to confirm that the form was received. During off-hours, the person responsible for requesting the Amber Alert shall advise the DOC to notify the on-call MRD officer; and,
- Contact the WC, Communications Division, at (213) 978-6552, and request that an Amber Alert be broadcast every hour.

Department Operations Center Responsibilities. The Department Operations Center shall contact the CHP ENTAC to initiate the Amber Alert. During off-hours, the DOC shall also notify the on-call MRD officer.

Media Relations Division Responsibilities. Media Relations Division personnel shall prepare a press release for the Amber Alert based on the information articulated on the LAPD Public Alert Form and disseminate the release to the appropriate news wire services and media outlets.

Watch Commander, Communications Division Responsibilities. The WC, Communications Division, shall ensure that the hourly Amber Alert broadcasts are made, until they are canceled.

Upon obtaining additional follow-up information, or in the event the child is located, the investigating officer shall contact the DOC, RHD, Communications Division, and MRD to advise them that the child has been located. The *DOC* shall immediately notify the CHP ENTAC of the cancellation.

Note: The Amber Alert system does not replace current reporting procedures as required by California Penal Code Section 14211 relative to the Missing Unidentified Persons System and Department Manual Section 4/712.10, Missing/Found Persons.

CARE ALERT. The CARE Alert Program is a collaborative effort between the Department, the media (television, radio, and print), and the community.

Criteria for the Initiation of a CARE ALERT. The criteria for initiating a CARE Alert is met when the following circumstances apply:

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- There has been a confirmed abduction by a non-family member; **or**,
- A parental abduction has occurred in which there is information that the child is being removed from the State of California or the jurisdiction of the United States; **or**,
- The child involved in a parental abduction faces a threat of injury or death.

Note: When circumstances surrounding a child's disappearance are unknown, a CARE Alert may be implemented after a complete investigation, or when significant time has elapsed and no alternative explanations for the child's absence are discovered (i.e., runaway).

Investigating Officer's Responsibilities. When an officer determines that the circumstances of an abduction or kidnapping meet the criteria of a CARE Alert, the officer shall:

- Request a field supervisor and/or notify the on-duty watch commander;
- Prepare an LAPD Public Alert Form, as soon as there is sufficient information, with the CARE ALERT box checked, and approved by the detective commanding officer or the Area WC in the detective commanding officer's absence;
- Ensure the missing person's information is entered into the NCIC within two hours;
Note: The investigating officer shall seek advice from RHD or the assigned detective supervisor on the preparation of a CARE Alert when it involves a kidnap for ransom, or any other case which could be compromised by the release of the information. Release of police record information or any information regarding the investigation shall follow guidelines outlined in Department Manual Section 3/406.10;
- Email the completed LAPD Public Alert Form with the CARE Alert box checked to DOC@lapd.online, and make a follow-up phone call to confirm the form was received;
- Email the completed LAPD Public Alert Form, with the CARE ALERT box checked to mediarelations@lapd.online. During off-hours, the person responsible for requesting the CARE Alert shall contact the DOC, which shall notify the on-call MRD officer; and,
- Contact the WC, Communications Division, at (213) 978-6552, and request that a CARE Alert be broadcasts every hour.

Department Operations Center Responsibilities. During off-hours the DOC shall also notify the on-call MRD officer.

Media Relations Division Responsibilities. Media Relations Division personnel shall prepare a press release based on the CARE ALERT information articulated on the LAPD Public Alert Form and disseminate the release to the appropriate news wire services and media outlets.

Watch Commander, Communications Division Responsibilities. The WC, Communications Division, shall ensure that the hourly CARE Alert broadcasts are made, until they are canceled. upon obtaining additional follow-up information, or in the event the child is located, the investigating officer shall contact the DOC, RHD, Communications Division, and MRD to advise them that the child has been located.

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Note: The CARE system does not replace current reporting procedures as required by California Penal Code Section 14211 relative to the Missing Unidentified Persons System and Department Manual Section 4/712.10, Missing/Found Persons.

EBONY ALERT. *An Ebony Alert shall be requested as soon as a Black youth, including young women and girls, is reported missing under unexplained or suspicious circumstances, at risk, developmentally disabled, or cognitively impaired; or has been abducted.*

Factors to Consider for the Initiation of an EBONY ALERT. *The following factors may be considered in determining if an Ebony Alert would be an effective tool in the investigation:*

- *The missing person is between 12 to 25 years of age, inclusive;*
- *The missing person suffers from a mental or physical disability;*
- *The person is missing under circumstances that indicate any of the following:*
 - *The missing person's physical safety may be endangered; or,*
 - *The missing person may be subject to trafficking.*
- *It has been confirmed that the person has gone missing under unexplained or suspicious circumstances;*
- *The missing person is reasonably believed to be in danger because of age, health, mental or physical disability, or environment or weather conditions, the person is in the company of a potentially dangerous person, or that there are other factors indicating that the person may be in peril;*
- *All local resources have been utilized to locate the missing person; or,*
- *There is information available that, if disseminated to the public, could assist in the safe recovery of the missing person.*

Investigating Officer's Responsibilities. *When an officer's investigation reveals that the circumstances of a missing person meet the criteria of an Ebony Alert, the officer shall:*

- *Request a field supervisor and notify the on-duty watch commander;*
- *Complete an LAPD Public Alert Form, with the EBONY ALERT box checked, and approved by the detective commanding officer or the Area watch commander (WC) in the detective commanding officer's absence;*
- *Notify the Missing Persons Unit, at (213) 996-1800 during business hours or the DOC, at (213) 484-6700 after hours, holidays and weekends when initiating an Ebony Alert for an adult missing person;*
- *Notify the respective Divisional Juvenile coordinator when initiating an Ebony Alert for a missing juvenile;*
- *Immediately contact the Department Operations Center (DOC) to request an Ebony Alert;*

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- *Ensure the missing person's information is entered into the National Crime Information Center (NCIC) within two hours;*

***Note:** The investigating officer shall seek advice from Robbery-Homicide Division (RHD) or the assigned detective supervisor on the preparation of an Ebony Alert when it involves a kidnap for ransom, or any other case which could be compromised by the release of the information. The release of police record information or any information regarding the investigation shall follow guidelines outlined in Department Manual Section 3/406.10.*

- *Email the completed LAPD Public Alert Form with the EBONY ALERT box checked, to DOC@lapd.online, and make a follow-up phone call to confirm that the form was received;*
- *Contact Media Relations Division (MRD) personnel once the DOC receives an Ebony Alert approval from the California Highway Patrol (CHP) Emergency Notification and Tactical Alert Center (ENTAC);*
- *Forward a copy of the LAPD Public Alert Form during working hours via email to mediarelations@lapd.online (MRD), with a follow-up phone call to confirm that the form was received. During off-hours, the person responsible for requesting the Ebony Alert shall advise the DOC to notify the on-call MRD officer; and,*
- *Contact the WC, Communications Division, at (213) 978-6552, and request that an Ebony Alert be broadcasted every hour.*

***Department Operations Center Responsibilities.** The DOC shall contact the CHP ENTAC to initiate the Ebony Alert. During off-hours, the DOC shall also notify the on-call MRD officer.*

***Media Relations Division Responsibilities.** Media Relations Division personnel shall prepare a press release for the Ebony Alert based on the information articulated on the LAPD Public Alert Form and disseminate the release to the appropriate news wire services and media outlets.*

***Watch Commander, Communications Division Responsibilities.** The WC, Communications Division, shall ensure that the hourly Ebony Alert broadcasts are made, until they are canceled.*

Upon obtaining additional follow-up information, or in the event the child is located, the investigating officer shall contact the DOC, RHD, Communications Division, and MRD to advise them that the child has been located. The Department Operations Center shall immediately notify the CHP ENTAC of the cancellation.

***Note:** The Ebony Alert system does not replace current reporting procedures as required by California Penal Code Section 14211 relative to the Missing Unidentified Persons System and Department Manual Section 4/712.10, Missing/Found Persons.*

***FEATHER ALERT.** A Feather Alert shall be requested as soon as an indigenous person is verified as missing under unexplained or suspicious circumstances. An indigenous person is of*

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or relating to the earliest known inhabitants of a place and especially of a place that was colonized by a now-dominant group.

Criteria for the Initiation of a FEATHER ALERT. *The criteria for initiating a Feather Alert is met when all of the following conditions apply:*

- *The missing person is an indigenous person; and,*
- *All local and tribal resources have been utilized to locate the missing person; and,*

Note: *Native American organizations in the City and County of Los Angeles are available at <https://lanaic.lacounty.gov/resources/indian-organizations/>*

- *It is determined that the person has gone missing under unexplained or suspicious circumstances; and,*
- *It is believed that the person is in danger because of age, health, mental or physical disability, or environment or weather conditions, the person is in the company of a potentially dangerous person, or that there are other factors indicating that the person may be in peril; and,*
- *There is information available that, if disseminated to the public, could assist in the safe recovery of the missing person.*

Investigating Officer's Responsibilities. *When an officer's investigation reveals that the circumstances of a missing person meet the criteria of a Feather Alert, the officer shall:*

- *Request a field supervisor and notify the on-duty watch commander;*
- *Refer to the Indigenous Language Identification Card that can be accessed in E-Forms on the Department's Local Area Network if needed;*
- *Complete an LAPD Public Alert Form, with the FEATHER ALERT box checked, and approved by the detective commanding officer or the Area watch commander (WC) in the detective commanding officer's absence;*
- *Notify the Missing Persons Unit, at (213) 996-1800 during business hours when initiating a Feather Alert for an adult missing person;*
- *Notify the respective Divisional Juvenile coordinator when initiating a Feather Alert for a missing juvenile;*
- *Immediately contact the Department Operations Center (DOC) to request a Feather Alert;*
- *Ensure the missing person's information is entered into the National Crime Information Center (NCIC) within two hours;*

Note: *The investigating officer shall seek advice from Robbery-Homicide Division (RHD) or the assigned detective supervisor on the preparation of a Feather Alert when it involves a kidnap for ransom, or any other case which could be compromised by the release of the information. The release of police record information or any information regarding the investigation shall follow guidelines outlined in Department Manual Section 3/406.10.*

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- *Email the completed LAPD Public Alert Form with the FEATHER ALERT box checked, to DOC@lapd.online, and make a follow-up phone call to confirm that the form was received;*
- *Contact Media Relations Division (MRD) personnel once the DOC receives a Feather Alert approval from the California Highway Patrol (CHP) Emergency Notification and Tactical Alert Center (ENTAC);*
- *Forward a copy of the LAPD Public Alert Form during working hours via email to mediarelations@lapd.online (MRD), with a follow-up phone call to confirm that the form was received. During off-hours, the person responsible for requesting the Feather Alert shall advise the DOC to notify the on-call MRD officer; and,*
- *Contact the WC, Communications Division, at (213) 978-6552, and request that a Feather Alert be broadcast every hour.*

Department Operations Center Responsibilities. *Upon receiving notification of a Feather Alert, the Department Operations Center shall contact the CHP ENTAC to initiate the Feather Alert. During off-hours, the DOC shall also notify the on-call MRD officer.*

Media Relations Division Responsibilities. *Upon receiving notification of a Feather Alert, the Media Relations Division personnel shall prepare a press release for the Feather Alert based on the information articulated on the LAPD Public Alert Form and disseminate the release to the appropriate news wire services and media outlets.*

Watch Commander, Communications Division Responsibilities. *The WC, Communications Division, shall ensure that the hourly Feather Alert broadcasts are made, until they are canceled.*

Upon obtaining additional follow-up information, or in the event the missing person is located, the investigating officer shall contact the DOC, RHD, Communications Division, and MRD to advise them that the person has been located. The Department Operations Center shall immediately notify the CHP ENTAC of the cancellation.

Note: *The Feather Alert system does not replace current reporting procedures as required by California Penal Code Section 14211 relative to the Missing Unidentified Persons System and Department Manual Section 4/712.10, Missing/Found Persons.*

SILVER ALERT. A Silver Alert shall be requested on an LAPD Public Alert Form, with the SILVER ALERT box checked, and submitted for approval, for a missing person meeting the criteria below.

Criteria for the Initiation of a SILVER ALERT. The criteria for initiating a Silver Alert is met when **all** of the following conditions apply (per Section 8594.10 of the Government Code):

- The missing person is developmentally disabled, or cognitively impaired, **regardless of his or her age; and,**

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- Missing under unexplained or suspicious circumstances; **and**,
- All available local resources have been utilized, such as the distribution of flyers, cell phone tracking, neighborhood canvassing, checking area hospitals, contacting family members and friends, obtaining photos, and issuing a “Be on the lookout” advisory; **and**,
- The missing person is in danger due to age, health, mental or physical disability, environment or weather conditions, or the person is in the company of a potentially dangerous person, or other factors indicating the person may be in peril (i.e., Alzheimer’s, dementia, diabetes); **and**,
- There is information available that, if disseminated to the public, could assist in the safe recovery of the missing person.

Investigating Officer’s Responsibilities. When an officer’s investigation reveals that the circumstances of a missing person meet the criteria of a Silver Alert, the officer shall:

- Request a field supervisor and/or notify the on-duty watch commander;
- Complete an LAPD Public Alert Form, with the SILVER ALERT box checked, and approved by the WC;
- Immediately contact the DOC to request a Silver Alert;
- Ensure the missing person’s information is entered into NCIC within two hours;

Note: The investigating officer shall seek advice from RHD or the assigned detective supervisor on the preparation of a Silver Alert when it involves a kidnap for ransom, or any other case which could be compromised by the release of the information. Release of police record information or any information regarding the investigation shall follow guidelines outlined in Department Manual Section 3/406.10.

- Contact the CHP ENTAC for request and verification if the investigating officer believes a Silver Alert is warranted. If denied by CHP ENTAC, the WC shall be notified. If CHP ENTAC grants the Silver Alert, then the completed LAPD Public Alert Form with the SILVER ALERT box checked shall be emailed to DOC@lapd.online, and a follow-up phone call made to confirm the form was received;
- Contact MRD personnel once the DOC receives a Silver Alert approval from CHP ENTAC;
- Forward a copy of the LAPD Public Alert Form via email to mediarelations@lapd.online, with a follow-up phone call to confirm that the form was received. During off-hours, the investigating officer for the Silver Alert shall advise the DOC to notify the on-call MRD officer during working hours;
- Contact the WC, Communications Division, at (213) 978-6552, and request that a Silver Alert be broadcast every hour;
- Notify the Missing Persons Unit, at 213-996-1800 during business hours, when initiating a Silver Alert that involves individuals experiencing Dementia/Alzheimer’s, developmental disabilities and/or cognitive developmental disabilities;
- Notify the DOC, RHD, Communications Division, and MRD upon obtaining additional follow-up information, or in the event the person is located; and,

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- Contact the CHP ENTAC to cancel the Silver Alert as appropriate. During off-hours, the officer shall notify the on-call MRD officer.

Department Operations Center Responsibilities. During off-hours, DOC shall also notify the Missing Persons Unit (MPU) by sending an email to missingpersons@lapd.online.

Media Relations Division Responsibilities. Media Relations Division personnel shall prepare a press release based on the information articulated on the LAPD Public Alert Form, with the SILVER ALERT box checked, and disseminate the release to the appropriate news wire services and media outlets.

Watch Commander, Communications Division Responsibilities. The WC, Communications Division, shall ensure that hourly Silver Alert broadcasts are made, until they are canceled.

Note: The Silver Alert system does not replace current reporting procedures as required by California Penal Code Section 14211 relative to the Missing Unidentified Persons System and Department Manual Section 4/712.10, Missing/Found Persons.

BLUE ALERT. A Blue Alert is intended to solicit help from the public in the safe and swift apprehension of violent suspects that have killed or seriously injured law enforcement officers and who continue to pose a threat to public safety. Robbery-Homicide Division shall be contacted prior to the initiation of a Blue Alert in order to ensure that the case information is not compromised by the release of information.

Criteria for the Initiation of a BLUE ALERT. The criteria for initiating a Blue Alert is when all of the following conditions are met:

- A law enforcement officer has been killed or has suffered serious bodily injury, or is assaulted with a deadly weapon, and the suspect has fled the scene of the offense; **and**,
- A law enforcement agency investigating the offense has determined that the suspect poses an imminent threat to the public or other law enforcement personnel; **and**,
- A detailed description of the suspect's vehicle or license plate is available for broadcast; **and**,
- Public dissemination of available information may help avert further harm or accelerate the apprehension of the suspect.

Note: This section does not compel RHD to release any information it deems unsuitable for release to the public.

Investigating Officer's Responsibilities. When an investigating officer (IO) determines that the apprehension of a violent suspect(s) who has killed or seriously injured a law enforcement officer meets the criteria of a BLUE Alert, the IO shall:

- Immediately notify the WC;

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- Complete an LAPD Public Alert Form, with the BLUE ALERT box checked and approved by the WC;
- Request a Blue Alert by emailing the completed Public Alert Form, to DOC@lapd.online, and make a follow-up phone call to confirm that the form was received;
- Contact MRD personnel once the DOC receives a Blue Alert approval from the CHP ENTAC;
- Forward a copy of the LAPD Public Alert Form during work hours via email to mediarelations@lapd.online, with a follow-up phone call to confirm that the form was received. During off-hours, the IO shall advise the DOC to notify the on-call MRD Officer;
- Contact the WC, Communications Division, at (213) 978-6552, and request that a Blue Alert be broadcast every hour;
- Contact the DOC to cancel the CHP's Blue Alert and Communications Division broadcasts once it is no longer needed; and,
- Notify the DOC, RHD, Communications Division, and MRD when the suspect has been taken into custody and the Blue Alert broadcast is no longer necessary.

Department Operations Center Responsibilities. The Department Operations Center shall contact the CHP ENTAC to initiate or cancel the Blue Alert as appropriate. During off-hours, the DOC shall also notify the on-call MRD officer. The Department Operations Center shall contact the CHP to cancel the Blue Alert upon notification from an officer that the subject has been located.

Media Relations Division Responsibilities. Media Relations Division personnel shall prepare a press release based on the information articulated on the LAPD Public Alert Form, with the BLUE ALERT box checked, and disseminate the release to the appropriate news wire services and media outlets.

Watch Commander, Communications Division Responsibilities. The WC, Communications Division shall ensure that the hourly Blue Alert broadcasts are made, until they are canceled.

YELLOW ALERT. The purpose of the Yellow Alert is to issue and coordinate alerts following a hit-and-run incident wherein a person has been killed as required by Government Code Section 8594.15 and described in Section 20001 of the Vehicle Code, when certain requirements are met.

Criteria for the Initiation of a YELLOW ALERT. The criteria for initiating a Yellow Alert is met when all of the following conditions apply:

- A person has been killed due to a hit-and-run incident; **and,**
- There is an indication that a suspect has fled the scene utilizing the state highway system or is likely to be observed by the public on the state highway system; **and,**
- The investigating law enforcement agency has additional information concerning the suspect or the suspect's vehicle, including, but not limited to, any of the following:

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- The complete license plate number of the suspect's vehicle;
- A partial license plate number and additional unique identifying characteristics, such as the make, model, and color of the suspect's vehicle, which could reasonably lead to the apprehension of the suspect;
- The identity of the suspect; **and**,
- Public dissemination of available information could either help avert further harm or accelerate apprehension of the suspect based on any factor including, but not limited to, fatality which occurred, the time elapsed between a hit-and-run incident and the request, or the likelihood that an activation would reasonably lead to the apprehension of a suspect.

Investigating Officers Responsibilities. When an officer's investigation reveals that the circumstances of hit-and-run resulting in a fatality meet the criteria of a YELLOW Alert, the officer shall:

- Request a field supervisor and/or notify the on-duty watch commander;
- Complete an LAPD Public Alert Form, with the YELLOW ALERT box checked, with the approval of the detective commanding officer or the Area WC in the detective commanding officer's absence;
- Immediately contact the DOC to request a Yellow Alert;
- Email the completed LAPD Public Alert Form, with the YELLOW ALERT box checked to DOC@lapd.online, and make a follow-up phone call to confirm that the form was received;
- Contact MRD personnel once the DOC receives a Yellow Alert approval from the CHP ENTAC;
- Forward a copy of the LAPD Public Alert Form during work hours via email to mediarelations@lapd.online (MRD), with a follow-up phone call to confirm that the form was received. During off-hours, the person responsible for requesting the Yellow Alert, shall advise the DOC to notify the on-call MRD officer;
- Contact the WC, Communications Division WC at (213) 978-6552, and request that a Yellow Alert be broadcast every hour; and,
- Notify the DOC, Communications Division, and MRD when the suspect has been taken into custody.

Department Operations Center Responsibilities. The Department Operations Center shall contact the CHP ENTAC to initiate or cancel the Yellow Alert as appropriate. During off-hours, the DOC shall also notify the on-call MRD officer.

Media Relations Division Responsibilities. Media Relations Division personnel shall prepare a press release based on the information articulated on the LAPD Public Alert Form, with the YELLOW ALERT box checked, and disseminate the release to the appropriate news wire services and media outlets.

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Watch Commander, Communications Division Responsibilities. The WC, Communications Division, shall ensure that the hourly Yellow Alert broadcasts are made, until they are canceled.

Note: The Yellow Alert does not alter or impact the Hit and Run Award and Alert Network System.

PUBLIC ALERT FORM

Check the box that applies and complete the applicable information.

- AMBER ALERT.** The Los Angeles Police Department (LAPD) is requesting that the media provide the public with the following information to assist law enforcement efforts in locating an abducted child that meets all Amber Alert criteria.
NOTE: When circumstances surrounding a child's disappearance are unknown, a CARE Alert may be implemented after a complete investigation, or when significant time has elapsed and no alternative explanations for the child's absence are discovered (e.g., runaway).
- CHILD ABDUCTION REGIONAL EMERGENCY (CARE) ALERT.** The LAPD is requesting that the media provide the public with the following information to assist law enforcement efforts in locating an abducted child. (Refer to Department Manual Section 4/712.20.)
- EBONY ALERT.** The Los Angeles Police Department (LAPD) is requesting that the media provide the public with the following information to assist law enforcement efforts in locating a missing Black youth that meets all Ebony Alert criteria. (Refer to Department Manual Section 4/712.20.)
- FEATHER ALERT.** The Los Angeles Police Department (LAPD) is requesting that the media provide the public with the following information to assist law enforcement efforts in locating a missing indigenous person that meets all Feather Alert criteria. (Refer to Department Manual Section 4/712.20.)
- SILVER ALERT.** The LAPD is requesting that the media provide the public with the following information to assist law enforcement efforts in locating a missing person who is developmentally disabled or cognitively impaired, regardless of age. (Refer to Department Manual Section 4/712.20.)
- BLUE ALERT.** The LAPD is requesting that the media provide the public with the following information to assist law enforcement efforts in apprehending a suspect(s) who has killed or injured a law enforcement officer. (Refer to Department Manual Section 4/712.20.)
- YELLOW ALERT.** The LAPD is requesting that the media provide the public with the following information to assist law enforcement efforts in apprehending a suspect involved in a hit and run incident resulting in death.

TO: MEDIA RELATIONS DIVISION _____ FROM: _____
 EMAIL: mediarelations@lapd.online _____ PAGES: _____
 PHONE: _____ INCIDENT NO.: _____ DR NO.: _____

A child has been abducted from _____ Area.
 A person missing regardless of age from _____ Area.

CHILD ABDUCTED/MISSING PERSON'S INFORMATION (if applicable)									
Child Abducted/Missing Person's Name (Last, First, Middle) _____ <input type="checkbox"/> Photograph Available									
Sex	Descent	Hair	Eyes	Height	Weight	Date of Birth	Build	Complexion	
Location Last Seen				City		Date And Time Last Seen			
Clothing Worn					Medical Conditions/Personal Oddities				
Child's Parents or Legal Guardian				Address			City		Phone
Vehicle Description (or method of travel)				Direction of Travel			Destination		
SUSPECT'S INFORMATION (if applicable)									
Suspect's Name _____ <input type="checkbox"/> Photograph Available									
Sex	Descent	Hair	Eyes	Height	Weight	Date of Birth	Build	Complexion	
Location Last Seen				City		Date And Time Last Seen			
Clothing Worn					Weapons Used			Mental Condition	
Vehicle Description (or method of travel)				Direction of Travel			Destination		
LAPD Contact Person _____								Phone _____	
Supervisor's Signature _____									
Investigative Responsibility									
Name _____			Serial No. _____	Division/Area _____			Unit/Section _____		Phone _____
Date/Time Area Received Information _____					Supervisor Receiving _____			Serial No. _____	
Date/Time Information Faxed or E-mailed to Media Relations Division _____					Employee Forwarding _____			Serial No. _____	
Date/Time Information Received by Media Relations Division _____					Employee Receiving _____			Serial No. _____	