

Levi's Call

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October 22, 1997, after a day of playing with his friends, 11-year old Levi Frady headed toward his rural Forsyth County home. It was getting dark but his house was less than a mile away, and he and his trusty bike had made the trip dozens of times. Tragically, on this evening, Levi would not make it home. He was abducted, driven to a neighboring county, and brutally murdered. The next day, his body was found in a wooded area. Law enforcement are still searching for his killer(s).

It is in Levi's memory that the law enforcement community, emergency management, and Georgia's broadcasters have partnered with Levi's family to create Levi's Call: Georgia's Amber Alert. The program is designed to get the word out to the public via radio and television within minutes of a confirmed abduction. Its goal is simple: Locate a child and an abductor expeditiously before any harm comes to the child.

Together, we will answer Levi's Call.

Georgia
Board of
Public Safety

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established
January 1, 2002, is
a voluntary partnership between law enforcement, emergency management,
and broadcasters to issue an urgent bulletin in child abduction cases.

Like
severe weather warnings, utilizes
the Emergency Alert System (EAS) to deliver vital information to broadcasters
and the public about a missing child and an abductor.

The Georgia Department of Transportation's Changeable Message Signs located along major highways also are accessed to display descriptive information about a suspect's vehicle.

is an investigative tool that can be activated only by local law enforcement agencies through a request to the Georgia Bureau of Investigation (GBI).

When an abduction is confirmed and investigators determine that the case meets "Alert Criteria", the respective GBI regional office should be contacted. (Regional offices can be called directly during business hours, 8:30 a.m. - 5:00 p.m. After hours, on weekends and holidays, contact the GBI Communications Center at 404-244-2600. An operator will locate the on-call agent.)

The GBI verifies that the use of an alert is justified and works with the local investigator to draft an "Alert Bulletin".

The bulletin includes:

Description of the child (race, physical attributes, and clothing worn at the time of abduction)

A suspect description

The
vehicle in which the two may be traveling

Where
the abduction took place and where the child was last seen

A
phone number where the public can contact local law enforcement
and information

Once
the Alert Bulletin is complete, the GBI requests activation through
the Georgia Emergency Management Agency (GEMA).

GEMA
transmits the bulletin via the EAS to broadcasters. GEMA, in cooperation
with law enforcement, determines whether the alert should be broadcast
statewide or regionally.

Broadcasters
are requested to run the alert at least twice the first hour and once
every hour for the next three hours.

Local
law enforcement also must supply the GBI with a photograph of the
child for dissemination to the media.

efore
can
be activated, the following "Alert Criteria" must be met:

There
must be a confirmed child abduction

The
circumstances surrounding the abduction must indicate that the child
is in imminent danger of harm or death

The
child must be 18 years of age or younger

There
must be enough descriptive information to believe that an immediate
broadcast alert will help recover the child

Request for activation of alert must be made as soon as possible after abduction reported (within four hours of abduction ideal)

The
case must be entered into the National Crime Information Center (NCIC)
database

Non-custodial
abductions where no danger exists to the child

Runaways

Over
use of Levi's
Call will cause the program to be ineffective.