

# ASSEMBLY CONSUMER AFFAIRS COMMITTEE

## STATEMENT TO

### ASSEMBLY, No. 1755

# STATE OF NEW JERSEY

DATED: JUNE 2, 2021

The Assembly Consumer Affairs Committee reports favorably Assembly Bill No. 1755.

As reported by the committee, this bill requires media outlets that participate in the “Silver Alert System” to issue the same broadcast alerts used when an “Amber Alert” is initiated following a child’s abduction.

The “Silver Alert System” is a Statewide program for the dissemination of information regarding a missing person believed to be suffering from dementia or other cognitive impairment. Under current law, the program is a cooperative effort between State and local law enforcement agencies and print, radio, and television media outlets.

This bill requires participating media outlets, when responding to a “Silver Alert,” to broadcast a distinctive sound tone and the statement: “This is a Missing Person Silver Alert.” The alert is to include a description of the missing person and other information the enforcement agency deems appropriate. In addition, the alert is to be broadcast as often as possible for the first three hours that a “Silver Alert” is in progress. After the initial three hours, the alerts are to be rebroadcast at intervals that the lead law enforcement agency and participating media deem appropriate.

This bill was pre-filed for introduction in the 2020-2021 session pending technical review. As reported, the bill includes the changes required by technical review, which has been performed.