

SCR

5

BILL CONTACT/ACTION

DATE	CONTACT/ACTION
2/12/85	Resolution introduced
	5 day rule waived
2/12/85	Heard in committee
2/12/85	Passed out
	National Child Safety Council
	517-764-6070
	Box 1358
	Jackson, Michigan 49204

1 IN THE SENATE

BY RODEY

2 SENATE CONCURRENT RESOLUTION NO. 5
3 IN THE LEGISLATURE OF THE STATE OF ALASKA
4 FOURTEENTH LEGISLATURE - FIRST SESSION

5 Relating to printing pictures of and
6 information about missing children on
7 milk cartons.

8 BE IT RESOLVED BY THE LEGISLATURE OF THE STATE OF ALASKA:

9 WHEREAS thousands of children in the United States are abducted each
10 year; and

11 WHEREAS a lack of coordination among law enforcement agencies in
12 different jurisdictions has made it difficult to locate missing children
13 taken across state lines; and

14 WHEREAS milk carton manufacturers have developed a program to print
15 the pictures of missing children and information about them on millions of
16 milk cartons across the country; and

17 WHEREAS the program provides wide dissemination on a product that has
18 a short shelf life, allowing frequent rotation of pictures and information;
19 and

20 WHEREAS the program already has been responsible for the return of
21 some missing children;

22 BE IT RESOLVED by the Alaska State Legislature that milk producers and
23 distributors in the state are respectfully requested to participate fully
24 in the program and encourage others in the dairy industry to participate.
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MEMORANDUM

TO: All Members, Senate Judiciary Committee

FROM: Committee Staff

DATE: February 12, 1985

RE: SCR 5

Using milk cartons to locate missing children was the original idea of an Iowa dairy. This idea is receiving national attention which is being coordinated by the National Child Safety Council. The Council President, Mr. Howard Wilkinson, informed the sponsor on the working of the program. As a private industry response to a national problem, all milk carton manufacturers participate in the program. They will phase in the missing children cartons upon the request of the producers or distributors with whom they do business.

Most of Alaska's milk is produced out-of-state. Out-of-state producers use a large volume of cartons and can apply this program most effectively. Alaskan producers use fewer cartons which they purchase in large lots, which must be exhausted before they can participate.

Milk cartons showing missing kids catch on

By KILEY ARMSTRONG
The Associated Press

NEW YORK — More than 100 dairies have signed up for a program to distribute abducted children's photos on millions of milk cartons, and sponsors said Monday that the idea, born in Iowa, is taking root around the nation.

Under a program kicked off Monday at a Manhattan news conference, a manufacturer will feature pictures of a total of 24 missing children on milk cartons it distributes to dairies around the country.

The dairies will have the option of using the special message in lieu of their regular advertising on the sides of the cartons.

"We believe this will lead to the locating of a number of missing children," said Howard Wilkinson of Jackson, Mich., president of the National Child Safety Council.

The program is an offshoot of local efforts in Iowa, Illinois, California and elsewhere. Last week, Doria Paige Yarbrough, a 13-year-old runaway, was reunited with her family in Lancaster,

Calif., after her picture appeared on a milk carton. Doria was watching television with friends in Fresno, Calif., when a carton was shown and she was urged to return home.

All the children pictured have been certified as criminally abducted. The milk carton program has been endorsed by Michele Easton, director of the U.S. Department of Justice's missing children program.

"From our point of view, one of the benefits of using milk cartons is their short shelf life," Easton said in a written statement. "This enables the changing of photos as the children are found and the rotation of the pictures and identity information used."

Another advantage of using milk cartons is "having the missing children exposed to youngsters, perhaps their own age, around the breakfast table," said Jack O'Brien, a vice president of the International Paper Co., the milk carton manufacturer.

O'Brien said the idea originally was inspired by an Iowa dairy.



The Associated Press

Holly Hughes displays a milk carton showing her abducted daughter, Anne.

Daily News 2/8/85

Safeway stores to join in search for children

Safeway stores in Alaska and Washington state will begin printing pictures and information about missing children on cartons of milk in an effort to help locate those and other missing children, officials of the grocery chain announced Thursday.

Beginning at the end of February, cartons of Lucerne milk will carry photos of two children, plus identification details and the dates the youths disappeared, said Bob Breager, district manager of Safeway stores in Alaska.

New photos will be printed every month, and will include missing children from across the nation, as well as youths reported missing from Alaska and the Pacific Northwest, Breager said. Officials estimate about 500,000 cartons

will be distributed to 137 stores in Alaska and Washington.

Also on the cartons will be a toll-free telephone number to the National Center for Missing and Exploited Children, based in Washington, D.C. Anyone with information about missing youths will be urged to call the number, 1-800-843-5678.

Breager noted that a similar program has reportedly been successful for a Chicago-based grocery chain. Another program is also being done in portions of California, say officials with that state's Attorney General's office.

Safeway is conducting the program in conjunction with the National Child Safety Council.

MEMORANDUM

State of Alaska

TO: Ed Heinage
Legal Affairs Agency
Legal Services Division
Juneau

DATE: February 15, 1985

FILE NO:

TELEPHONE NO. 745-3236

FROM: Anne Graham *AG*
Dairy Sanitarian
ADEC, DEH, Palmer

SUBJECT: Alaska Dairy Processors

As per our conversation of February 11, 1985 the following are the names of the manager/owners of the two processing plants in Alaska:

John Seawell, General Manager
Matanuska Maid Dairy
814 W. Northern Lights Blvd.
Anchorage, AK 99503

Don Lintleman
Northern Lights Dairy
5887 Nistler Road
Delta Junction, AK 99737

*Sen. Rodey
C.P. 504*

hd

Rosen :

*In re: Part's Resolution on milk
Cartons & missing children*

*Ed Heinage
L.A.A.*



From the desk of:
Patrick Rodey
Alaska State Senator

February 19, 1985

TO : Speaker Ben Grussendorf
FROM: Senator Pat Rodey *PR*
RE : SCR 5

Ben, thanks for moving it along.
I owe you one!

*SCR 5
file*

CR-5

2/18/85



ALASKA STATE LEGISLATURE
REPRESENTATIVE BEN GRUSSENDORF

Sen Rodley--

I have just placed SCR-5
on the fast track!

Ben

(to: [unclear])