

## When Someone You Love Is Missing

<http://SomeoneIsMissing.com>

**With cases of abducted and missing persons on the rise in this country, it is important to know what to do if one of your family members or someone you know goes missing.** The key to finding a missing person is to get as much information in front of as many people in the shortest time possible. The following information is a list of suggested measures to take in helping you find your missing person. **Many of these measures were used in the search for missing persons this past year.** We hope that you never have to go through the trauma that so many other families have had to endure, but if you are faced with that reality, you will have the knowledge and the tools to help bring your loved one home safe and sound.

The first thing you should do in the case of abduction or missing person, **is to report it to your local police.** Let them know everything you can think of to help with their investigation, name, age physical description, the name of the last known person to have contact with the missing person, where the person was last seen, any scheduled appointments, dates, or events, what the person was wearing when they disappeared, cell number. **Anything you can tell police will help. The more information the police have to work with from the onset of the investigation the better chance you have.** Many people may stop with this and let the authorities handle the case. But there are several things you can do to broaden the search to a world wide scale. Remember, The more people who know about it the better.

Once you have involved the police, your next step should be to **get the person's name and photo out in front of as many people as possible.** There is only one effective way to achieve this, the internet. Most internet providers will show you how to build a basic web site with their service. If you are not able to build a page on your own have someone with the knowledge do it for you. Be prepared, once you get the name of your site in the mass media you will be flooded with thousands of hits daily. Be sure your server can handle the volume of people who will be visiting your site. **The page should have links to the investigating authorities, crime stoppers, and be updated daily.** After your page is up and running, get the word out on the web. Do this by first e-mailing your story and page to **My space.com.** This is a forum with over **30 million members world wide.** Once you are in my space, ask all who read your story to visit the web page and send it to as many people as they can. Even if only half of the members e-mail 10 people that is **over 250,000,000 people who will hear your story.**

While the buzz is starting on the internet, the next step is to bring in the media. **Don't restrict yourself to just the local media.** Contact every local and state news paper, radio station and television station. This will begin the mass media search. Then get your story to the national and world media spotlight. Contact all of the cable news outlets, **CNN, FOX NEWS, MSN, MSNBC, ABC, NBC, CBS, UPN, WB,** followed by national news papers, **USA TODAY, THE NEW YORK TIMES, THE L.A. TIMES.** Once the news sources have been notified, you should then contact any and all television talk show hosts that have done stories on missing or abducted people. **Oprah, Montell, Maury,** as well as cable news hosts, **Bill O'Reilly** and others pick up on stories like this quite often. Anyone who can **put your story in front of millions of people daily** should be contacted for two reasons, first of course is the number of

viewers who will see the story, second and more importantly, the media coverage will keep the police honest as far as staying on top of the investigation. As long as it's in the spotlight so to speak, the more effort the police will put into finding your loved one.

While all of this is going on over the internet, **other local options are still available.** The best of which is **distributing flyers all over town. Any business, government building, hotel, bank, high school and college campuses, supermarket, airports, bus stations, cab companies, train stations, MTA office, movie theaters, gas stations, concerts, sporting events, shopping malls, DMV, homeless shelters, pizza delivery drivers.** Basically any place where people frequent on a daily basis is a good place to start. While you are covering your area, people over the internet can download and copy the same flyer to distribute in their home town. The more people to see the flyer, the better.

By this time your efforts may leave you wondering how to pay for all the expenses . This is usually not a problem, many businesses will often donate either funds or products to help in a worthy, news covered cause. This may be able to help with flyers, computer support, internet servers, news paper ads, billboards, pictures for cabs and busses, anything you will need to help find a missing person all you have to do is ask. **People surprise us sometimes, and can be very generous for a good cause.**

Now that so many people have heard about your story, they will want to do whatever they can to help find the lost person. **Organize local searches with police.** Map out and search wooded areas, open fields, empty lots, abandoned houses, anywhere close to the persons last known position is usually a good place to start. **Talk to everyone,** look for any clues, any possible leads to give to the police, personal items, jewelry, clothes, car, anything the person may have been in contact with. Their accounts should also be checked out. Internet, e-mail, IM's, cable, phone, cell phone, power, gas, water, bank, credit cards, debit cards, health club, spa, tanning spas, video club, all should be checked for activity or cancellation by anyone.

**The most important thing to remember is to stay strong and keep vigilant.** It will be a very trying time for you and your family, you will , in these events, need to stay focused on your main goal, the safe return of your loved one. **Use all means at your disposal and keep in daily contact with everyone involved. Your chances on finding the person you are looking for will be increased greatly.**

<http://SomeoneIsMissing.com>

### **When You Know For Sure They're Missing**

#### **1. REPORT MISSING PERSON TO LOCAL POLICE.**

- a.** Call your city or county police department and file a missing persons report
- b.** Give the police any information you can about the missing person, age, height, weight, hair and eye color, the last person to see the missing person, where that was, list of people who may have been with the missing person, what the person had on their schedule when they disappeared, cell # , description of any

suspicious vehicles and or possible suspects.

**c.** Keep in constant contact with police, they work for you, make sure they stay on top of your case.

## **2. GET THE MISSING PERSON'S NAME AND FACE ON THE INTERNET.**

**a.** Build or have someone build a web site that gives any information about the missing person.

**b.** Post links for anyone who may have information to crime stoppers, **local police and the FBI**

**c.** Send flyers via e-mail with the websites address to anyone you are in contact with over the internet and ask them to do the same.

**d.** Post the flyer on "**Myspace.com**"

## **3. SEND INFORMATION TO ALL MEDIA OUTLETS VIA E-MAIL**

**a.** Local and state wide news papers

**b.** Local and state wide radio stations

**c.** Local and state wide television stations

**d** National news stations, **CNN , FOX NEWS, MSN, ABC, NBC, CBS, UPN, WB**

**e.** National news papers, **USA Today, New York times, L.A. Times**

**f. America's most wanted**

**g.** All talk show hosts, **Oprah, Montell, Maury**

**h. keep in contact with - <http://SomeoneIsMissing.com>**

**Known Media Outlets-**

**ABC**  
500 S. BuenaVista Street  
Burbank, CA 91521-4551  
<http://www.abc.com/>  
[netaudr@abc.com](mailto:netaudr@abc.com)

**FOX Broadcasting**  
P.O. Box 900  
Beverly Hills, CA 90213-0900  
<http://www.fox.com/>  
[askfox@foxinc.com](mailto:askfox@foxinc.com)

**NBC**  
30 Rockefeller Plaza  
New York, NY 10112  
(212) 664-4444  
<http://www.nbc.com/>  
[nbcshows@nbc.com](mailto:nbcshows@nbc.com)

**CBS**  
51 West 52nd Street  
New York, NY 10019  
(212) 975-4321  
<http://www.cbs.com/>  
[audsvcs@cbs.com](mailto:audsvcs@cbs.com)

**Headline News**  
One CNN Center, Box 105366  
Atlanta, GA 30348  
(404) 827-1500  
<http://www.cnn.com/HLN/>

**CNN**  
One CNN Center  
Box 105366  
Atlanta, GA 30348-5366  
(404) 827-1500  
<http://www.cnn.com/>

**PBS**  
1320 Braddock Place  
Alexandria, VA 22314  
(703) 739-5000  
<http://www.pbs.org/>

**Turner Entertainment  
Networks**  
1050 Techwood Drive, NW  
Atlanta, GA 30348-5264  
(404) 827-1717  
<http://www.tnt.tv/>  
[tnt@turner.com](mailto:tnt@turner.com)

**Black Entertainment Television  
(BET)**  
1235 W Place, NE  
Washington, DC 20018  
(202) 608-2000  
<http://www.bet.com/>

**Bravo (BRV)**  
200 Jericho Quadrangle  
Jericho, New York 11753  
(516) 803-4500  
<http://www.bravotv.com/>

**A&E Network (A&E)**  
235 E. 45th Street  
New York, NY 10017  
(212) 661-4500  
<http://www.aande.com/>

**USA Networks (USA)**  
1230 Avenue of the Americas  
New York, NY 10020  
(212) 408-9100  
<http://www.usanetwork.com/>

**WB Television Network**  
4000 Warner Boulevard  
Burbank, CA 91522  
(818) 954-6000  
<http://www.warnerbros.com/>

**The Weather Channel**  
2600 Cumberland Parkway  
Atlanta, GA 30339  
(404) 434-6800  
<http://www.weather.com/>

**VH-1**  
1515 Broadway  
New York, NY 10036  
(212) 258-8000  
<http://www.vh1.com/>

**UPN**  
11800 Wilshire Boulevard  
Los Angeles, CA 90025  
(310) 575-7000  
<http://www.upn.com/>

**The Travel Channel**  
2690 Cumberland Parkway, Suite  
500  
Atlanta, GA 30339  
(404) 801-2400  
<http://travel.discovery.com/>

**Showtime/TMC**  
1633 Broadway  
New York, NY 10019  
(212) 708-1600  
<http://sho.com/>

**Sci-Fi Channel**  
1230 Avenue of the Americas  
New York, NY 10020  
(212) 408-9100  
<http://www.scifi.com/>

**The National Network (TNN)**  
1515 Broadway  
New York, NY 10036  
(212) 258-6000  
<http://www.thenewtnn.com/>

**PAX**  
601 Clearwater Park Road  
West Palm Beach, FL 33401  
(561) 659-4122  
<http://www.pax.tv/>

**MTV**  
1515 Broadway  
New York, NY 10036  
(212) 258-8000  
<http://www.mtv.com/>

**The Learning Channel (TLC)**  
7700 Wisconsin Avenue  
Bethesda, MD 20814  
(301) 986-0444  
<http://tlc.discovery.com/>

**Home Box Office  
(HBO/Cinemax)**  
1100 Avenue of the Americas  
New York, NY 10036  
(212) 512-1000  
<http://www.hbo.com/>  
<http://www.cinemax.com/>

**CNBC, Consumer News and  
Business Channel**  
2200 Fletcher Avenue  
Fort Lee, NJ 07024  
(201) 585-CNBC  
<http://www.cnbc.com/>

**Nickelodeon (NIK)**  
1515 Broadway  
New York, NY 10036  
(212) 258-8000  
<http://www.nick.com/>

**Courtroom Television Network  
(Court TV)**  
600 Third Avenue, 2nd Floor  
New York, NY 10016  
(212) 973-2800  
<http://www.courttv.com/>

**The Discovery Channel**  
7700 Wisconsin Avenue  
Bethesda, MD 20814  
(301) 986-0444  
<http://www.discovery.com/>

**E! Entertainment Television**  
57500 Wilshire Boulevard  
Los Angeles, CA 90036-3709  
(323) 954-2400  
<http://www.eonline.com/>

**ESPN**  
935 Middle Street, ESPN  
Plaza  
Bristol, CT 06010-7454  
(860) 766-2000  
<http://espn.go.com/>

Game Show Network  
10101 Washington Blvd.  
Culver City, CA 90232  
<http://www.gameshownetwork.com>

Lifetime Television (LIF)  
34-12 36th Street  
Astoria, NY 11106  
(718) 706-3600  
<http://www.lifetimetv.com/>

The History Channel  
235 East 45th Street  
New York, NY 10017  
<http://www.thehistorychannel.com/>

fX  
1440 South Sepulveda  
Boulevard  
Suite 209  
Los Angeles, CA 90067  
(310) 286-3800  
<http://www.fxnetworks.com>

**4. CONTACT INTERNET PROVIDERS TO POST LINKS TO YOUR WEB PAGE.**

- a. JUNO
- b. AOL
- c. Roadrunner
- d. Your local cable company

**5. GET THE MISSING PERSON'S FACE ALL OVER TOWN:**

**PRINT AND DISTRIBUTE MISSING PERSON FLYERS**

- a.** Grocery stores
- b.** Laundry mats
- c.** Post office
- d.** Banks
- e.** Convenience stores
- f.** Homeless shelters
- g.** College campus
- h.** Record stores
- i.** Video stores
- j.** City office buildings
- k.** Hotels
- l.** Restaurants
- m.** Airports
- n.** Train stations
- o.** Bus stations
- p.** MTA office
- q.** Taxi cab companies
- r.** Movie theaters
- s.** Sports venues
- t.** Gas stations
- u.** Concerts
- v.** Shopping malls and strip malls
- w.** DMV
- x.** Pizza delivery drivers

## **6. CONTACT LOCAL BUSINESSES TO DONATE PRODUCTS TO YOUR CAUSE**

- a.** Copy stores( flyers and large posters for **buses and cabs**)
- b.** Cab companies and local transit authority (posters & pictures on busses and cabs)
- c.** News papers to donate space for missing person ad
- d.** Local computer shop ( computers to organize your search and to use as a home data base)
- e.** Advertising company to donate billboards



## **7. ORGANIZE AND COORDINATE LOCAL SEARCHES WITH POLICE**

- a.** Search any wooded areas within a specified distance from the last know place the missing person was
- b.** Search any open fields, empty lots , abandoned houses
- c.** Look for ANY possible leads for the police, personal items, clothing, freshly worked ground, talk to anyone who may work or live in the search area, perhaps they may remember seeing something that may assist police.
- d.** Ask police to check any internet accounts, E-mail, IM's, Blogs and any other accounts
- e.** Check all other accounts for usage, credit cards, debit card, phone cards, cell phone, video club, health club, spa's, tanning spa, power company, cable company, cable company

## **8. KEEP VIGILANT, THE MORE EFFORT YOU PUT INTO FINDING THE MISSING PERSON BY ANY AND ALL MEANS AT YOUR DISPOSAL, THE GREATER THE CHANCE IS OF LOCATING THEM.**

- a.** Keep in contact with the media daily
- b.** Keep in contact with the police
- c.** Mass e-mail daily
- d.** <http://SomeoneIsMissing.com>

When beginning your search, it is important to prepare a topographical map to help in your effort. Start at the missing persons last known whereabouts and map out an area up to ten miles in diameter. Then section the map into grids. After each area has been searched, mark it off the map and begin a new search in another area. With the following web site, you will be able to download a

detailed map of any street in America. You can find them at - <http://SomeoneIsMissing.com>

## **Moving Fast Online - <http://SomeoneIsMissing.com>**

Generalized information explaining internet terms in case you are already established online and want to figure out the process. Your initial response regarding of personal knowledge of the internet still remains on land with authorities, press and media.

The internet process is immediately necessary or to know about us as a first step. There are two instances when the internet becomes beneficial, first, when you are already established online and second, if you know about our company.

**Domain names** - Are stepping stones of the internet and are not a necessity in this situation. The last thing for you to worry about is the domain. Our service does not rely on the name being available, but when doing this on your own, try and do your best to research the name. Domain names range from \$7.95 to \$19.95 for a 365 day lease period, and can be purchased for up to 10 years in advance. In our situation we will purchase the domain only if the .com is available and/or if we have to place pictures on there, we need the domain name for liability issues. For example, if a missing person by the name of John Doe is added, he will immediately be given an internet address <http://SomeoneIsMissing.com/jd> or <http://SomeoneIsMissing.com/john> if available and this will be displayed instantly. You can buy domain names via <http://SomeoneIsMissing.com> also.

**Hosting** - Is a common term to give your domain name the resources it needs to hold the files that make your site appear online. Host can be relatively inexpensive and extremely reliable at a very low cost. For example, the services offered by <http://HostedToday.com>, offers monthly accounts under \$5.00, which is common. But again there are cases with sites as vast as this one, where hosting can be as high as several thousand dollars a month.

The internet is saturated with free hosting services but please do not consider this an option at any time when seeking internet exposure for personal, pleasure or business, let alone for a search campaign. The

reason for this is unavoidable pop-ups, sometimes overtaking your entire front page.

Hosting is not complicated by any means, it should be considered as giving power as a source to the domain purchase or internet resources.

**Design** - Current web design tools are no different than a point-by-numbers game as a child. Hosting accounts even come with a WYSIWYG (what you see is what you get). In other words, you can add text with a picture next to it in a simple interface and when you see it live you have text over the picture. Common web designing tools such as FrontPage® and Dreamweaver® are more technical with FrontPage® being the easiest to use and master. Common computer knowledge and use of FrontPage® can have the average user make a presentable website usable within a couple of days. Our recommendation is the current copy of FrontPage® for web design applications.

### **Making the Page**

For any good presentation to be successful, the fruits of effort in the beginning of building the site are essential. Beginning with an outline on paper will greatly define how your site will ultimately turn out. We suggest this as a first step measure before designing your page.

### **Content**

Regardless of whether you are implementing this on your own or enlisting the service of others, the following content list is what should be included.

§ A page with well written description

§ Contact numbers for authorities

§ Occurrences leading to disappearance

§ Past and current pictures both with/without makeup if is a female

§ Under extended situations, and artist rendering drawing may be needed.

§ Any current video/audio files

§ Pictures of vehicle, housing and any demographics

§ Ariel topographical photos that may be available

§ Regardless of whether you are building your own site or selecting a service of others.

A combination of the above list will expedite the search of your loved one.

## **Publishing the Web**

Whether you use FrontPage® as we have recommended or a generic hosting account, there are several options associated with a common hosting account: Publishing on the web is a very simple process. Once your files are in order and in an organized capacity as well as layout, it is essentially saved onto your computer. The publish process is a simple drop and drag procedure by selecting the files in your computer and placing them into the hosting account which in essence, is nothing more than another computer in another location. In other cases, publishing your web is as simple as setting your web program and confirming your intentions to publish on the internet and it is online in minutes.

## **Generating Traffic - <http://SomeoneIsMissing.com>**

Common knowledge of the internet is search engines for directing traffic to the site. Search engines will not index sites in some cases for many months. If search engines were ever to be a factor in the beginning, it would come under the utilization of our services because the search engines are already in place.

## **Potential Need for Extended Internet Capabilities**

You have to know that attempting this process on your own and using the media and web address together is not resolved in a very short period of time. For example, an unrealistic choice of a dedicated server from the very beginning which would be necessary to expose an internet address in the media for more than 24 hours is not common practice. The reason for this is a common hosting package under normal circumstances would put an over demand on your package limits. In the beginning, we hope for a quick resolution, however, repetitive traffic and new hourly viewers logging would put such a demand on that type of account, that it would be deleted. However, repetitive exposure through the media will bring traffic to the case as well as to the attention of the public.

**Press and Media** - Without this essential component, your internet campaign for the search of your missing loved one will be normal internet conditions obtaining traffic to a useless website is most commonly from the search engines. A normal website attempting to get traffic is much more costly without using the press/media which is vital in these circumstances. Use of foot traffic, word of mouth, and extended family/friend relations will ultimately have its limits. Take advantage of the press/media and utilize now and it is vital at this point in time. You have no other choice but to relentlessly pursue any and all contacts with the media daily and for as long as they are there.

## **Arranging Our Services - <http://SomeoneIsMissing.com>**

Nothing more than a phone call or an email with a credible purpose is all that it takes to utilize our service, we ask for the following:

- Supplying necessary and accurate information- First thing that you should do is click and print our flyers and have someone start making copies.
- We'll need the name and number of the news station that will be broadcasting your story.
- We'll need the name and number of the police officer you are working with.
- Have either one of them contact us, we need verification before spending time on your case.
- A recent photo - both with makeup and one without makeup if a woman is involved.
- A complete description filled out below
- The timeframe we have to get the initial information online.
- Write down below as much information as you think we'll need to get going.
- DO NOT USE ALL CAPITALS WHILE WRITING YOUR CASE TO US.

**Updating** - if additional pictures are found and provided by friends and family that were not originally introduced, that would be a part of updates. If a picture comes available that we don't have, and you think it will be beneficial or replace an existing photo, ask as, it is a part of our service to you. Videos may also be used as an update and once the crisis has calmed somewhat, yet the search is still on things will come to light in the coming days that will benefit the search and we are here to monitor the update page on the site constantly and apply any and all changes you may feel is necessary.

**Additional possible updates** - Many homes now have digital home video ready and available and if not thought of in the beginning, a video is considered an additional update. The following could also be listed:

§ Police on the case

§ Person of interest

§ Announcement of suspects

§ Arrests

§ Attempted rescues

§ Attempted failed rescues

§ Announced confirmed leads

o Credit card usage

o Cell phone usage

o Vehicle located

o Sudden internet account activity

o Possible sightings local or nationwide

<http://SomeoneIsMissing.com>

**Lifeblood of your endeavor:** Your Volunteers-I could fill five novel size books explaining how important your volunteers are to you. To reduce reiterating over and over the importance and necessity, if your loved ones are going to found, the numbers of your volunteers will supercede police and media efforts so cherish their efforts. Show appreciation.

### **Our Process**

Internet address chosen-Internet address for the media has been chosen and we have the name landing on live web pages, we are ready for media publication.

**Flyer is processed** - Is ready online and available to print and distribute copies. The initial photo you supply us will be immediately processed on our flyers and displayed on your web page for printing. Picture changes on flyers are common practice, please utilize as you see fit. Outside of monetary reward offerings, changes to overall template are not possible.

**Internet Search Campaign is in Place** - We have done our job, there is nothing more we want to do than to continue doing it.

In order for us to do that, you must keep supplying us with information that comes up. It is up to you to realize we are here to do whatever it takes to accomplish what may help you achieve a successful conclusion in finding your missing loved one. We cannot stress enough the reason why we are here, it is to help you, if you think it would, we are here to do it for you.

**Amenities Supplied** - If necessary required under recommendation as possible tools to the search we offer these services as installed on request:

§ Private or public forum

o Entry in our main forum is automatically applied when the case gains media attention.

§ Private guest book

§ Private newsletter

Suggestion box forwarded directly to an email of your choice.

<http://SomeoneIsMissing.com>

### **Criteria for extended cases**

Keeping the Pressure on the Press and Media-It is crucial to keep the case presented in the media and press by any avenue: news conferences, talk shows, radio spots, interviews and press releases. The importance of pursuing the press and the media is to keep the spotlight on your missing loved one so that additional leads and tips may come available.

**Search Engine Exposure** becomes vital-

If your search has the unfortunate situation of going on for an extended period of time, the search engines now become a potentially vital part in finding who's missing.

In the beginning we set your pages up for search engine placement, so the necessities the engines require for an excellent position are already in place.

When anyone is looking for updated photos, more information because of possible sightings, or original details about your case, your web pages should be on the front page of the results if not at the very top.

Every set of eyes that see your information, whether in print or online is another potential lead to finding your loved one. If it comes to the point of needing the search engines help, we' have what's required for proper placement already in place from the very beginning.

Thank You - <http://SomeoneIsMissing.com>