

REMARKS PREPARED FOR DELIVERY BY  
DEPUTY SECRETARY JIM BURNLEY  
NEWS CONFERENCE ON  
AAAE MISSING CHILDREN CAMPAIGN

NATIONAL AIRPORT  
AUGUST 30, 1985

THANK YOU VERY MUCH, CHIP (BARCLAY, EXECUTIVE DIRECTOR OF THE AMERICAN ASSOCIATION OF AIRPORT EXECUTIVES) AND THANK YOU ALL FOR JOINING US.

THE PROBLEM OF MISSING CHILDREN REACHES FAR BEYOND THE PERSONAL HEARTACHE OF THE FAMILIES INVOLVED. IT IS A PRESSING NATIONAL TRAGEDY, AND ITS SOLUTION REQUIRES BROAD-BASED COMMUNITY INVOLVEMENT.

THE AMERICAN ASSOCIATION OF AIRPORT EXECUTIVES, IN COOPERATION WITH THE NATIONAL CENTER FOR MISSING AND EXPLOITED CHILDREN, HAS INITIATED JUST SUCH INVOLVEMENT. GIVEN THE MILLIONS OF PEOPLE WHO TRAVEL THROUGH THIS AIRPORT (~~WASHINGTON NATIONAL~~) ANNUALLY, THE MISSING CHILDREN PROGRAM LAUNCHED HERE TODAY CAN HAVE A SIGNIFICANT IMPACT. VIRTUALLY EVERY PASSENGER WHO MOVES THROUGH THIS AIRPORT WILL HAVE AN OPPORTUNITY TO VIEW THE DIORAMA. NATIONALLY, THE TRIPLE A E ESTIMATES THAT THE AIRPORTS' MISSING CHILDREN PROGRAM WILL REACH TWO HUNDRED TO TWO HUNDRED FIFTY MILLION PEOPLE DURING THE YEAR. THIS OFFERS TREMENDOUS POTENTIAL FOR FINDING MISSING CHILDREN.

THE PROGRAM IS AN EXCELLENT EXAMPLE OF THE KIND OF GRASSROOTS INITIATIVE PRESIDENT REAGAN ENCOURAGES. THE TRIPLE A E WAS THE ~~FACILITATOR~~ *CATALYST FOR* OF THIS CAMPAIGN. THE CENTER FOR MISSING AND EXPLOITED CHILDREN PROVIDED TECHNICAL SUPPORT, BUT TRIPLE A E MEMBERS -- AIRPORT EXECUTIVES WHO ARE LEADERS IN THEIR OWN COMMUNITIES -- ARE THE BACKBONE, ~~OF THE CAMPAIGN~~. THESE EXECUTIVES INITIATED THE



CAMPAIGN. THEY PLANNED IT. THEY ARE PUTTING IT INTO ACTION TODAY AND EACH AIRPORT WILL BEAR THE COST OF ITS OWN ~~CAMPAIGN~~ <sup>EFFORTS</sup>. HOWEVER, AS MOMENTUM BUILDS IN THE COMMUNITIES WHERE THE AIRPORTS ARE LOCATED, MORE REPRESENTATIVES OF THE PRIVATE SECTOR ARE COMING FORWARD. MANY AIRPORTS REPORT VOLUNTEERS ARE WILLING TO PAY THE COST OF THE ADVERTISING.

ON BEHALF OF SECRETARY ELIZABETH DOLE, I WANT TO EXPRESS MY WARMEST CONGRATULATIONS TO THE TRIPLE A E ON ITS OUTSTANDING INITIATIVE IN THIS NATIONAL CAMPAIGN AND TO EACH AIRPORT EXECUTIVE WHO IS A PARTICIPANT. AS MOMENTUM BUILDS, THE SECRETARY AND I WILL LOOK FORWARD TO WORKING WITH YOU IN ANYWAY WE CAN TO MAKE THIS PROGRAM SUCCESSFUL. I ALSO WANT TO POINT OUT THAT IN THE FOURTEEN-MONTHS EXISTENCE OF THE NATIONAL CENTER FOR MISSING AND EXPLOITED CHILDREN, NATIONWIDE ATTENTION HAS BEEN FOCUSED ON THE PROBLEM. THE CENTER HAS DONE A SPLENDID JOB IN PUBLIC EDUCATION, IN SPECIAL EDUCATION FOR LAW ENFORCEMENT AND SOCIAL SERVICES <sup>personnel</sup> AND IN WORKING WITH GROUPS SUCH AS TRIPLE A E TO MARSHAL GRASSROOTS SUPPORT FOR FINDING AND HELPING MISSING CHILDREN.

~~I WISH I COULD STAY FOR THE REMAINDER OF THE PROGRAM, BUT I NEED TO RETURN TO THE DEPARTMENT.~~ I AM DELIGHTED TO HAVE HAD THE OPPORTUNITY TO PARTICIPATE IN THIS PROGRAM. IF JUST ONE CHILD IS RECOGNIZED, IF WE FIND JUST ONE CHILD DURING THE YEAR, THE REWARD WILL BE WORTH ~~OUR EFFORT.~~

*the efforts of all concerned,*