

DEPARTMENTAL REGULATION		Number: 3050-004
SUBJECT: Use of Penalty Mail in the Location and Recovery of Missing Children	DATE: July 22, 1986	
	OPI: Mail and Reproduction Management Division, Office of Operations	

1 PURPOSE

This Regulation provides agencies policy and procedures for supporting the Missing Children Program. It incorporates Appendix A as the Department's Sole Regulation for the Program.

2 INQUIRES

Questions should be directed to the Mail and Reproduction Management Division, Office of Operations on 382-1666 or 447-8393).

Federal Register

Thursday, June 26, 1986

Part V

Department of Agriculture

Use of Penalty Mail in the Location and Recovery of Missing Children; Notice

APPENDIX A

DEPARTMENT OF AGRICULTURE

Use of Penalty Mail In the Location and Recovery of Missing Children

AGENCY: Department of Agriculture.

ACTION: Final directive

SUMMARY: This Department of Agriculture directive authorizes USDA, through its component agencies, to use penalty mail to aid in the location and recovery of missing children. The directive further provides procedures under which penalty mail may be used to assist in the location and recovery of missing children in accordance U.S.C. 320(a)(2), (Pub. L. 9M7, August 9, 1985), in conformance with the Department of Justice, Office of Juvenile Justice and Delinquency Prevention (OJJDP) preliminary guidelines which were published in the Federal Register on November 8, 1985, (50 FR 46622) pursuant to 39 U.S.C. 3220(a)(1).

EFFECTIVE DATE: This directive is effective July 28, 1986.

FOR FURTHER INFORMATION CONTACT: Bill Montgomery, Mail and Reproduction Management Division, Office of Operations, U.S. Department of Agriculture, Room 15-South Building, 14th and Independence Avenue S.W., Washington, D.C. 20250, telephone number (202) 382-1666.

SUPPLEMENTARY INFORMATION:

The enactment of 39 U.S.C 320(a)(2) (Pub. L. 99--87, August 9,1985), is indicative of the increasing public concern with the problem of missing and exploited children. The Missing Children's Assistance Act of IV of the Juvenile Justice and Delinquency Prevention Act of 1974, as amended by the Comprehensive Crime Control Act of 1984 (Pub. L. 98-473, October 12,1984), recognized the problem and provided a Federal coordination and assistance role in addressing this interstate problem. This directive is intended to comply with 39 U.S.C. 3220(a)(2) and the OJJDP guidelines, in order to assist in the location and recovery of missing children through the use of penalty mail.

I. Contact Person for Matters Related to Program and Directive Implementation.

Bill Montgomery, Departmental Mail Manager, USDA Office of Operations, Room 1540 South Building, 14th and Independence Avenue S.W., Washington, D.C. 20250, Telephone (202) 382-1666.

II. The Department of Agriculture will assist in the national effort to locate and recover missing children by using penalty mail. Priority will be given to: (1) Penalty mail that is addressed to members of the public

receipt in the United States, its territories and possessions; (2) inter-and intra-agency magazines, newsletters, etc., that will be widely disseminated to and viewed by Federal employees; and, (3) the use of flyer insets in high volume letter mail when appropriate and cost-effective. The department is unique with its high-volume, time-sensitive, nation-wide mailings of newsletter, magazines, and bulletins which are distributed to states down to the county level. Maximum attention will be directed to utilizing these mailings to disseminate missing children information. The National Center for Missing and Exploited Children (National Center) will be the sole source from which the Department of Agriculture will acquire the camera-ready and other photographic and biographical materials. Photographs which were reasonably current at the time of the child's disappearance shall be the only acceptable form of visual media or pictorial likeness used on or in penalty mail.

The department of Agriculture will discontinue the use of any missing children material within a 90-day period, when notified by the National Center that the material has been withdrawn. No material which has a shelf-life of more than 90-days will be appropriate for this program. The National Center is responsible for informing the Departmental Mail Manager of the need to withdraw material. Plans include a continuing evaluation of the methods of dissemination covered in the guidelines, plus other ways to present missing children information. Suggestions and/or recommendations for innovative, cost-effective techniques should be forwarded to the Departmental Mail Manager. The Departmental Mail Manager will conduct periodic meetings of Departmental representatives to review and discuss the current plan and evaluate suggestions and needs for future plans. This directive applies to the use of penalty mail in support of the Missing Children Program. Agencies may also use missing children information in any appropriate portion of their mail that is processed as commercial mail. This will be the sole Missing Children Program directive for the Department of Agriculture.

III. Cost and Percentage Estimates

It is estimated that this program will cost the Department of Agriculture \$6500 in the first year. It is the Department of Agriculture's objective that 20 percent of its penalty mail will contain missing children photographs and information when the program is fully implemented.

IV. Report of the Office of Juvenile Justice and Delinquency Prevention (OJJDP)

The Department of Agriculture will compile and submit to OJJDP, by June 30, 1987, a consolidated report on its experience in implementation of 32 U.S.C. 3220(a)(2), the OJJDP guidelines and the Department of Agriculture's directive. This report will contain information gathered from individual agencies. It will provide details on:

(A) The Department of Agriculture's experience in implementation including problems encountered, successful and/or innovative methods adopted to use missing children photographs and information on or in penalty mail, the estimated number of pieces of penalty mail containing such information, and the percentage of total penalty mail directed to members of the public which included missing children information.

(B) The estimated total cost to implement the program, with supporting detail, and

(C) Recommendations for changes in the program to make it more effective.

V. Notice to Department of Agriculture Agencies of Implementation and Procedures

Following are roles and responsibilities for the program within the Department of Agriculture.

(A) The Departmental Mail manager will:

- (1) Serve as the Department of Agriculture's sole representative for ordering materials, including camera-ready negatives, from the National Center,
- (2) Serve as the Department of Agriculture's sole supplier of materials to authorized agency personnel,
- (3) Maintain current records of personnel, within each agency who are authorized to order materials,
- (4) Notify agency whenever permission to use information on a permission to use information on a missing child has been withdrawn,
- (5) ensure that only current missing children materials are distributed to agencies and that only those requests from authorized Departmental representatives are filled,
- (6) Prepare all required Departmental reports concerning the program,
- (7) Promulgate any Department-wide operating instructions deemed appropriate for the program,
- (8) Chair periodic meetings of agency Mail Managers and other representative to discuss the program and identify additional opportunities to use the missing children data twill penalty mail, and
- (9) Ensure that Departmental policies and procedures are cost-effective and in keeping with the purpose of the Missing Children Program.

(B) All Departmental agencies will:

- (1) Designate a person to act as the agency's sole representative to the Department for requesting missing children materials and receiving notification to withdraw materials from use,
- (2) Provide the Department Mail Manager with the name, title, telephone number, and room number of the agency's sole representative for the program, and notify the Department of changes
- (3) Ensure that missing children information is not used if permission to use the information on the particular child has been withdrawn.
- (4) Order missing children information, as appropriate, from the departmental Mail Manager,
- (5) Comply with policies, procedures, and operating instruction issued by the Department,
- (6) Maintain necessary information to prepare required reports and submit them in accordance with requirements,
- (7) Control the use of missing children materials and information,
- (8) Use the missing children information in agency magazines, newsletters, etc. when appropriate,

(9) Use flyer insets in volume letter mail when appropriate and cost-effective, and

(10) Ensure that missing children information is not used on material with a shelf-life or storage-life of over 90 days.