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## Time Warner on-demand channel features missing children

 
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Time Warner Cable's missing children on-demand programming.

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By **Gary Dinges**

AMERICAN-STATESMAN STAFF

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Reuniting missing children with their families is the goal of a new on-demand offering being rolled out this week by Time Warner Cable.

Central Texas On-Demand, found on digital Channel 1400 in the Austin area, is adding minute-long profiles of missing children to its mix of programming that includes high school sports, travel and outdoors shows, and information on wanted criminals provided by Crime Stoppers.

Details are available on 17 cases with Texas ties at launch, with plans to add 10 more each month. The National Center for Missing and Exploited Children, which runs its statewide operations from an office in the Austin area, selects whom to feature.

"Texas is a state that, unfortunately, has a lot of these cases," said Ernie Allen, the center's president and CEO. "Right now, we're actively searching for 203 missing children in Texas alone."

A Time Warner spokesman says its partnership with Crime Stoppers has led to the arrests of more than 200 wanted fugitives. That has the cable provider convinced its viewers will be able to help return missing children to their parents, as well.

The Crime Stoppers features are the second most popular Central Texas On-Demand offering, with more than 32,000 views last year. Sports programming is No. 1.

"Based on our past successes, this was an obvious next step for us," said Ryan Kelly, Time Warner's media relations manager. "It's one more opportunity for us to help law enforcement."

Time Warner's announcement came the same day a 13-year-old Wimberley boy who was the subject of an Amber Alert was found in Madisonville. The teen was abducted by a family friend, according to the Hays County sheriff's department.

"Our premise in every missing child case is that someone knows, someone has the information we need," Allen said. "I'm convinced we're going to find a lot of kids through this new partnership."

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