



## **REELZ ANNOUNCES PUBLIC SERVICE INITIATIVE WITH THE NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN (NCMEC)**

(Albuquerque, NM) Monday, April 15, 2024 — REELZ today announced a cosponsor agreement with the National Center for Missing & Exploited Children (NCMEC) designed to amplify NCMEC initiatives in support of the organization’s primary purpose of keeping children safe. The partnership with REELZ on the linear network and streaming, will include exclusive to REELZ, public service announcements (PSAs) that will air in all day parts in 2024 and 2025 and will be further promoted on social media channels of the two organizations.

“Public service has always been important to REELZ. It’s been important throughout the 100-year history of the Hubbard Broadcasting family going back to our broadcast roots. Having a chance to work with the National Center for Missing & Exploited Children, *On Patrol: Live* on our air with our OP Nation on social media is a tremendous opportunity and we look forward to bringing more partners in to help us reach more kids and more families and save more lives,” said REELZ CEO Stan E. Hubbard. “When I’m watching live like everyone else and I hear that a missing kid has been found there’s nothing that makes us more proud. It’s the most important thing we do here at REELZ.”

“At the National Center for Missing & Exploited Children, our work never stops and having a partnership with REELZ helps us get into more homes across the country, reaching more families than ever before,” said Angeline Hartmann, Director of Communications at the National Center for Missing & Exploited Children. “We’re grateful for our ongoing collaboration with *On Patrol: Live* and now, as we expand our partnership with the REELZ network, we look forward to making an even greater impact in our fight to protect children.”

The National Center has been at the forefront of child safety for the past 40 years and their vital work has assisted in the recovery of thousands of missing children. The public service announcements will focus on the organization’s central mission fighting to protect children, creating vital resources for them and the people who keep them safe. NCMEC believes every child deserves a safe childhood.

Since 1984, the National Center for Missing & Exploited Children<sup>®</sup>, a private non-profit organization, had led the fight to protect children by creating vital services for them and the people who keep them safe. NCMEC believes that every child deserves a safe childhood and as part of its work as the clearinghouse and resource center on issues relating to missing and exploited children, NCMEC operates a hotline, 1-800-THE-LOST<sup>®</sup> (1-800-843-5678), and has assisted in the recovery of more than 400,000 missing children. NCMEC also operates the CyberTipline<sup>®</sup>, a mechanism for reporting suspected child sexual exploitation, which has received more than 150 million reports. To learn more about NCMEC, visit [www.missingkids.org](http://www.missingkids.org).

*On Patrol: Live* follows live news-gathering protocols as its cameras document for viewers in real time

the everyday work of police officers on patrol. Host and Executive Producer Dan Abrams, alongside Sgt. Sean “Sticks” Larkin (ret.) and Deputy Sheriff Curtis Wilson, provide minute-by-minute live analysis and context, offering unique insight into the experiences of the men and women of law enforcement appearing on the show. *On Patrol: Live* airs live Friday and Saturday nights from 9pm to 12am ET on REELZ, and streams on Peacock. The live show content is complemented by segments dedicated to tracking down America’s most wanted criminals, as well as finding missing people through the help of weekly “Missing” segments that air in conjunction with the National Center for Missing & Exploited Children (NCMEC) and the Black and Missing Foundation (BAMFI). During these segments, the show calls on the viewing public and OPL’s broad social media footprint, known as #OPNation, to reach out to NCMEC’s and BAMFI’s special hotlines, should they have any information related to the missing persons. Segments are also shared via the show’s platforms on Twitter ([@OfficialOPLive](#)), Instagram ([@officialoplive](#)) and Facebook (<https://www.facebook.com/ReelzOfficialOPLive/>). Before every new episode of *On Patrol: Live* is a new episode of *On Patrol: First Shift*, airing every Friday and Saturday night at 8pm ET/ 5pm PT and providing updates of past stories covered by the show and presenting a look forward to the coming live episode.

The REELZ co-sponsorship agreement with NCMEC comes on the heels of the network recording 24 straight *On Patrol: Live* premiere nights topping all cable entertainment networks from 9pm – 12mid for Adults 25-54<sup>1</sup>. And on every premiere night *On Patrol: Live* makes an impact on social media with 300,000+ active accounts following the online conversation and 38,000+ people posting and sharing across platforms. The show trends in the top five on X during its live airings and has garnered more than 11.5 billion impressions to date<sup>2</sup> with the OP Nation helping to spread important information in real time from the “Missing” segments making real contributions in aiding communities and reuniting families.

*On Patrol: Live* is produced by Half Moon Pictures for REELZ. Executive Producers are Dan Cesareo, John Zito, Lucilla D’Agostino, Paul Gordon, Joe Venafro and Dan Abrams.

<sup>1</sup>Source: Nielsen, Live+Same Day, Adults 25-54, Fri-Sat 9pm-12midnight, Jan 5-April 6, 2024.

<sup>2</sup>Source: Brandwatch, July 2022 – June 2023 Fridays & Saturdays, and Sprout Social, July 2023 – March 2024 Fridays & Saturdays

### **About REELZ—REAL LIVES. REAL STORIES. REAL CELEBRITIES.®**

REELZ is a leading independent television network that is home to the hit original series *On Patrol: Live* that follows law enforcement officers live from a diverse mix of police departments and sheriff offices across America. REELZ original programming is focused on real people in revealing stories ranging from the critically acclaimed and award-winning *The Kennedys* to *Autopsy: The Last Hours of...* and the network is also home to true crime stories and law enforcement action including *Gangsters: America’s Most Wanted*, *COPS*, *COPS Reloaded* and *Jail* that take place in real communities across America.

REELZ is available in more than 50 million homes on DIRECTV (238), DISH Network (299), Verizon FiOS TV (692HD), AT&T U-verse (799/1799HD) and Xfinity, Spectrum, Optimum, Mediacom, Peacock, Philo, Freecast, DIRECTV Stream, Dish Sling and many other cable systems and major streaming services nationwide. Find REELZ in your area by visiting [www.reelz.com](http://www.reelz.com). If REELZ is not available, or not in HD, on your cable, telco or streaming provider, we encourage viewers to call them and ask for it. Owned by Hubbard Media Group, REELZ is headquartered in Albuquerque, NM with national ad sales based in New York City with offices in Chicago and Los Angeles.

REELZ library programming is available in more than 30 million additional homes and growing via major streaming platforms such as Amazon Channels, Fire TV, Roku, The Roku Channel, Pluto TV, Tubi, Samsung Smart TV+, Vizio, Xumo, Redbox and FreeVee.

As one of the last truly independent television networks remaining in today's media landscape REELZ has created the Independence Happens Here® website to help keep free thought and innovation alive by highlighting the importance of independent businesses. The website can be found at <http://IndependenceHappensHere.com>.

For more information, contact the REELZ Media Line  
877- REELZTV (733-5988) / [pr@reelz.com](mailto:pr@reelz.com)