

MANHUNT LIVE

MYRLE CARNER

Director of Public Relations
and Media, CSOPS

CSUSA CONFERENCE

September 23-25, 2019

Tempe, Arizona

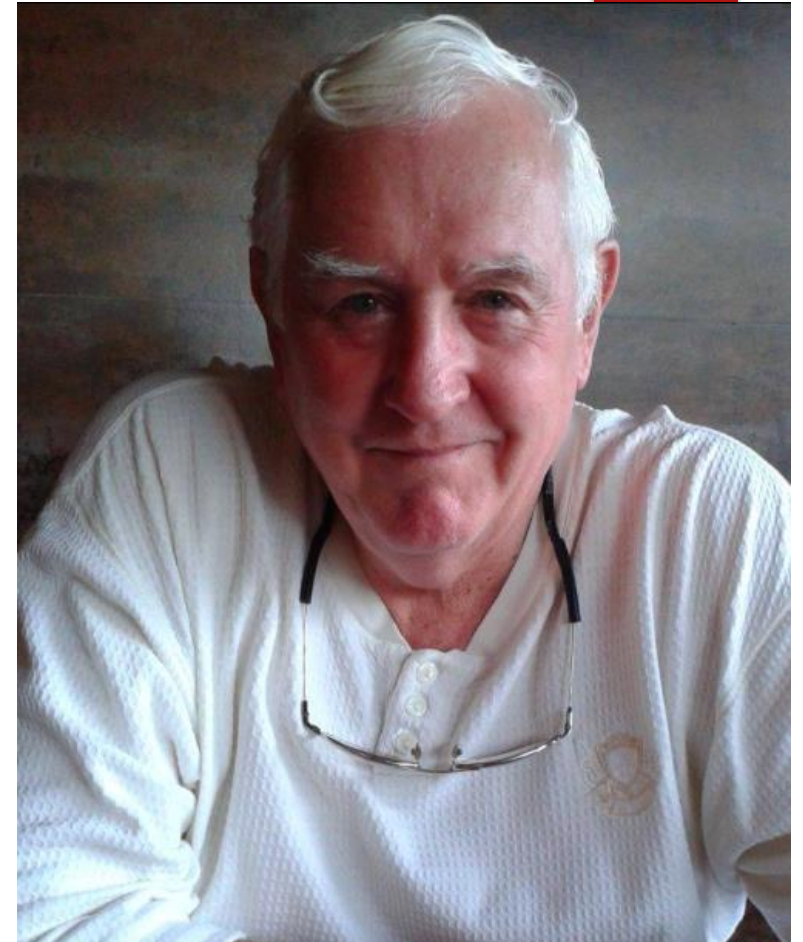




**Chief Patrick Fitzsimons,
Seattle Police Department**

- Meeting with Police Chief
- Reason for meeting
- SPD Greenie (8 ½ x 11)
- 11 projects listed
- Phone calls to Detectives

- Fall- 1987 - First CSI Conference
Casper, Wyoming
- Learned about Crime Stoppers programs
- Met Founder Greg MacAleese
- Returned to Seattle – Proposal for Chief



Greg MacAleese,
Founder of Crime Stoppers

2nd MEETING WITH CHIEF

- Proposal to Chief - start Crime Stoppers
- Chief wanted strong “Kick-Off”
- Told to “Think Outside The Box”
- Transferred from Major Crimes (CID)
- Instructed to start Crime Stoppers program
- Crime Stopper Program started - “*Seattle-King County Crime Stoppers*”



“OUT OF BOX IDEA” - *Green River Case*

- Why Green River?
- Biggest serial murder case in U.S. History
- At least 48 Murdered Women
- 125 full-time detectives assigned
- 20,000 + suspects processed
- Over \$30 million spent on case
- Unprecedented press coverage
- Public pressure was overwhelming



Victims of Green River

APPROVAL OF PROJECT

- Meeting with Sheriff Montgomery
- Green River Task Force Meeting
- Decision made to move forward
- Press release – local and national



Jim Montgomery
King County Sheriff

DECISIONS TO BE MADE

- Local or National TV production
- Funding of project
- Selection of Production Company
- Director, Producer, Writers, etc.
- Team selection – How many involved?
- Handling press releases – Local & U.S.
- Handling tips – Hotline number decision



MAIN PRODUCTION TEAM SELECTED

- New Screen Concepts Inc. - Connecticut
- Lou Gorfain, President of New Screen Concepts
- Hank O'Karma, Producer at New Screen Concepts
- Lexington Broadcasting, Los Angeles, CA
- Boeing Motion Pictures – Dan Quick, Tukwila, WA
- Patrick Duffy (Actor, *Dallas*) - Host

KEY PLAYERS



Green River Task Force



Patrick Duffy
Host of show

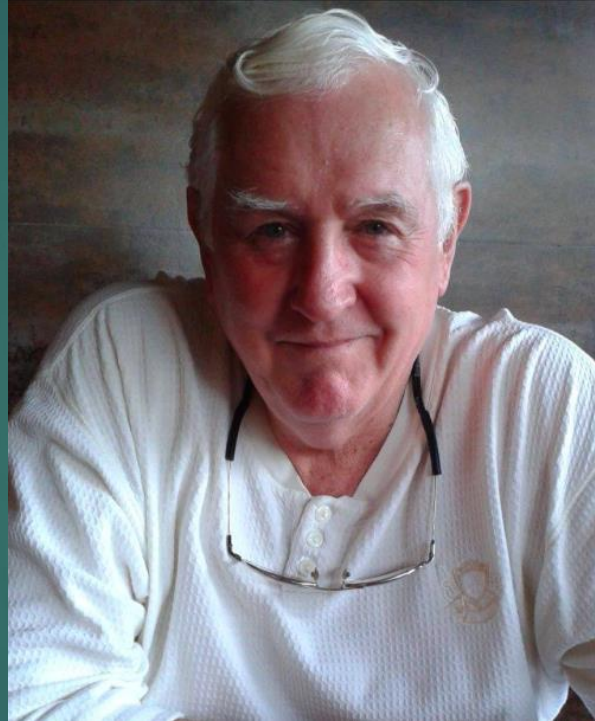


John Douglas,
FBI Profiler / Special Script

KEY PLAYERS, CONT'D



Dan Quick, Manager
Boeing Motion Pictures




Greg MacAleese
Founder, Crime Stoppers



Myrle Carner
Project Coordinator

FUNDING

- Meeting with PEMCO Ins. Co.- Seattle, WA
 - Boeing Motion Pictures—Studio location / cost
 - New Screen Concepts / Production Team
 - Payment of Host, Patrick Duffy
 - Advertising Expense – local and national
 - Production crews working in the U.S.
 - Selection of show sponsors
 - Overtime – Green River Task Force
 - Airlines / Hotels / Transportation, etc,
 - Airtime purchase for the show
- 
- Unexpected overtime due to # of calls, etc.
 - 1988 \$3.5 Million dollars projected / budgeted
 - 2019 cost would be almost \$8 Million dollars

WHITE HOUSE INVOLVEMENT

- Oct 1988 Thursday morning 10 am call
- Contacted SPD Major Al Terry
- ASAP Meeting at Police Chief's Office
- American Airlines – Tickets to Wash DC
- French Diplomat on plane
- Visit to White House - President Reagan
- President – Dec 7th date conflict
- Nov 1988 – 2nd trip to Wash DC
- Read article in Newsweek Magazine
- Visit with Att. General “Dick” Thornburgh
- Decision made to use AG for show Intro



President Ronald Reagan



Attorney General Thornburgh

Q13 FOX – MANHUNT PROMOTIONAL VIDEO



MANHUNT LIVE GOES LIVE

- Wednesday December 7, 1988
- Show format / 1-800 line on screen
- 60 Detectives on set (26 + 34)
- Directors comments to Myrle – 20 min before going “live”
- Teleprompter failure – Opening
- Extend 1-800 line to December 13
- Chief Fitzsimons decision - Unplug the 1-800 Hotline



MANHUNT LIVE RESULTS

- Estimated 100 Million Viewers watched
- Number of attempts to reach Hotline: 124,000 + (April 6 – 13, 1988)
- 154 Stations carrying “Manhunt Live” throughout US, Canada & abroad
- Callers receiving busy signal: 57,000 +
- Callers who hung up phone after Detectives answered: 22,000 +
- Number completed calls with Detectives: 8,146
- Avg. time of calls with Detectives: 5.9 minutes
- Avg. daily attempts to reach Hotline: 115,000 +
- Avg. daily completed calls to Detectives: 1,248
- Reports given to Green River Task Force: 2,139
- Reports sent outside of Washington: 1,357

GREEN RIVER INVESTIGATION – 1982-1987

- Green River Investigation: from 1982-1987
- Largest serial murder case in U.S. History
- Over 110,000 pages of Detective notes
- King County Lead Detective Dave Reichert
- Finally a main suspect-Gary Leon Ridgway
- Commercial paint chips matched
- King Co. Prosecutor Norm Maleng - decision
- Sentence was reduced to life without parole due to Ridgway's cooperation with recovery of additional missing victims



- Superior Court – Nov. 5, 2003 – Ridgway plead guilty
- Sentence: 48 life terms in prison!
- Finally....19 years of wondering is over!



Director Myrle Carner
CSOPS Media and Public Relations

Email: Myrle.Carner@seattle.gov
Desk phone: 206 684 8580
Cell phone: 206 920 4404
Address: 610 5th Ave
PO Box 34986
Seattle, WA 98124-4986

