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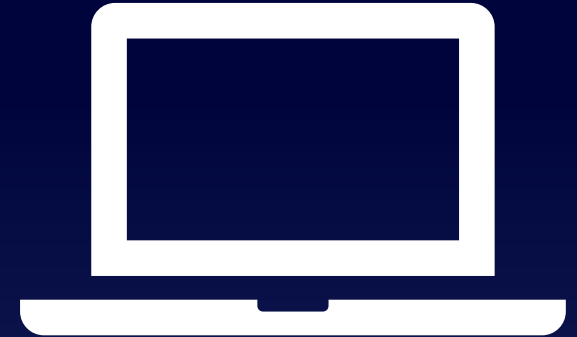


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Missing in Alaska: Ashley Johnson-Barr

October 2, 2025 | Presented by:

Mary Ferguson, Associate, AMBER Alert in Indian Country

Tyesha Wood, Program Manager, AMBER Alert in Indian Country



Grant Funding Acknowledgement

This project is supported by Grant # 15PJDP-23-GK-00776-MECP awarded by the Office of Juvenile Justice and Delinquency Prevention (OJJDP), Office of Justice Programs, U.S. Department of Justice.

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AMBER Alert Training & Technical Assistance Program

Mission

To safely recover missing, endangered, or abducted children through the coordinated efforts of law enforcement, media, transportation, and other partners by using training and technology to enhance response capacities and capabilities and increase public participation.



Today's Presenters



Mary Ferguson

Associate, AMBER Alert in Indian Country



Tyesha Wood

Program Manager, AMBER Alert in Indian Country

Learning Objectives

- ✓ Understand the role and implementation of the AMBER Alert in Indian Country program.
- ✓ Examine the case of Ashley Johnson-Barr to identify the unique challenges of responding to a missing child in rural Alaska.
- ✓ Explore the impact of Ashley's legacy on community awareness for missing or abducted children from tribal communities and Alaskan Native Villages.



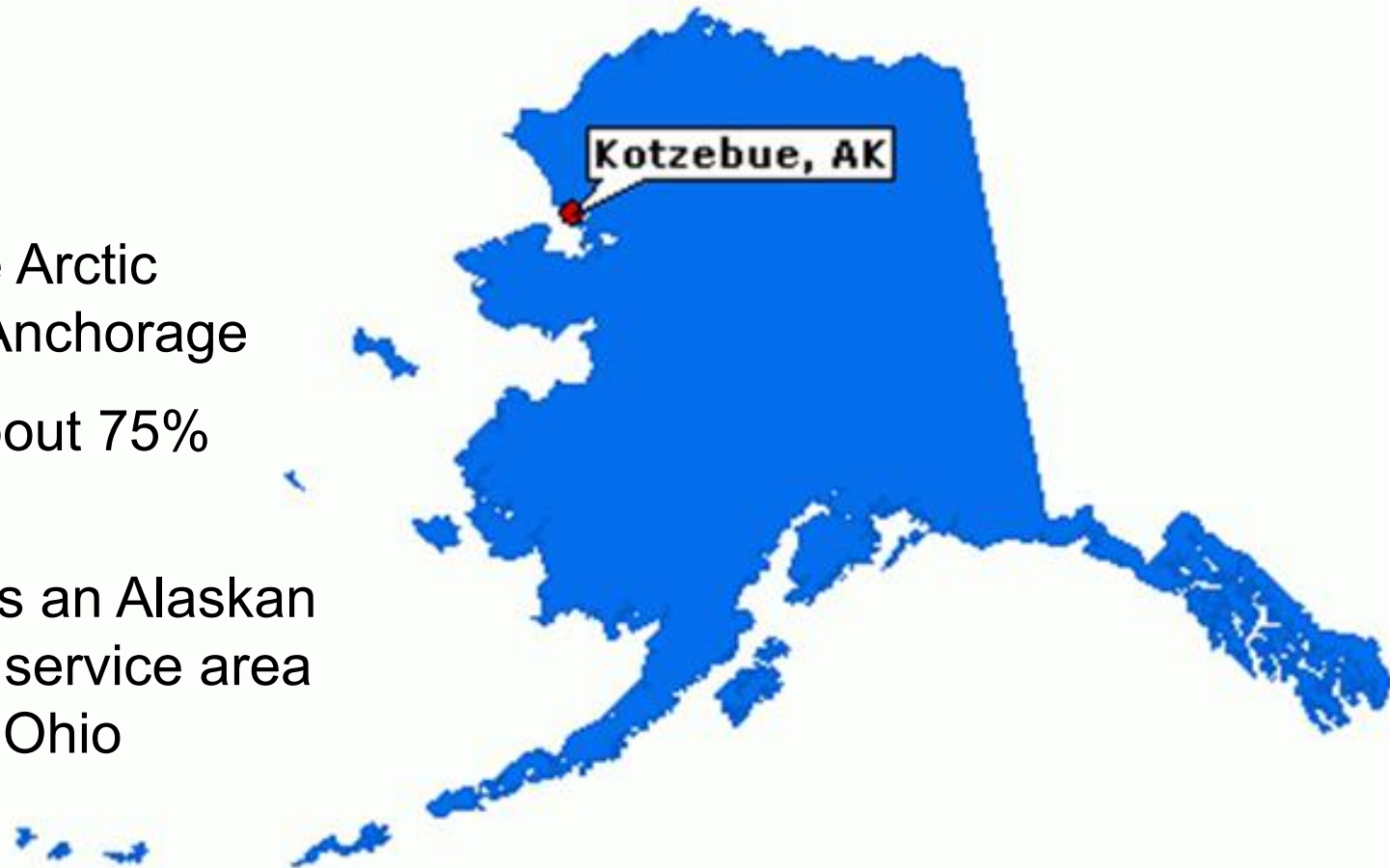


Meet Ashley Johnson-Barr

- 10-year-old fifth grader from Kotzebue, Alaska
- Loved basketball and was deeply involved in church
- Left her house on September 6, 2018

Kotzebue, Alaska

- Kotzebue, home of the Inupiat
- Small remote village, north of the Arctic Circle, About 550 miles north of Anchorage
- Population is about 3,270 and about 75% are Inupiat
- Has a police department. There is an Alaskan Trooper post in Kotzebue whose service area is roughly the size of the state of Ohio





Ashley Goes Missing

- At 5:00 PM, Ashley went to the playground to meet friends. She failed to return home by curfew at 8:30 PM.
- There was no response to several phone calls and texts to Ashley.
- Friends and family were called, no one knew her location.
- Family search for Ashley began at 9:00 pm.
- Ashley was reported missing to Kotzebue Police Department at midnight, and a local search and rescue began.



The Search

- Ashley's family did everything they could to spread the word and find her, and searched day and night.
- After three days, the news stations in Alaska started to air her story and surrounding villages and towns came to help in the search.



ALASKA STATE TROOPERS MISSING PERSONS BULLETIN

Department of Public Safety

MISSING PERSON

Ashley Johnson-Barr

Bulletin Issued: 09-08-18

Date of Birth: 03-12-2008

Age: 10

Height: 4'9"

Weight: 100 lbs.

Hair: Brown

Eyes: Brown

Scars/Marks/Tattoos:



Date of Photo: Unknown

Ashley Johnson-Barr was last seen leaving Rainbow Park in Kotzebue at 1800 hours on 09/06/2018 wearing a pink sweater and jeans. She was said to be traveling East on Lagoon Street in the direction of 5th Street. If anyone has any information about Johnson-Barr's whereabouts, please contact the Kotzebue Police Department at 907-442-3351 and reference incident number 18-7169 or the Alaska State Troopers at 907-451-5100 and reference incident AK18064447.

The Response

The search effort included 15 FBI Agents, Alaska State Troopers, Kotzebue Police, and 40-50 SAR/volunteers as well as other law enforcement agencies from towns and villages across the state.

Hundreds joined search efforts; supplies were airdropped to support family and volunteers.

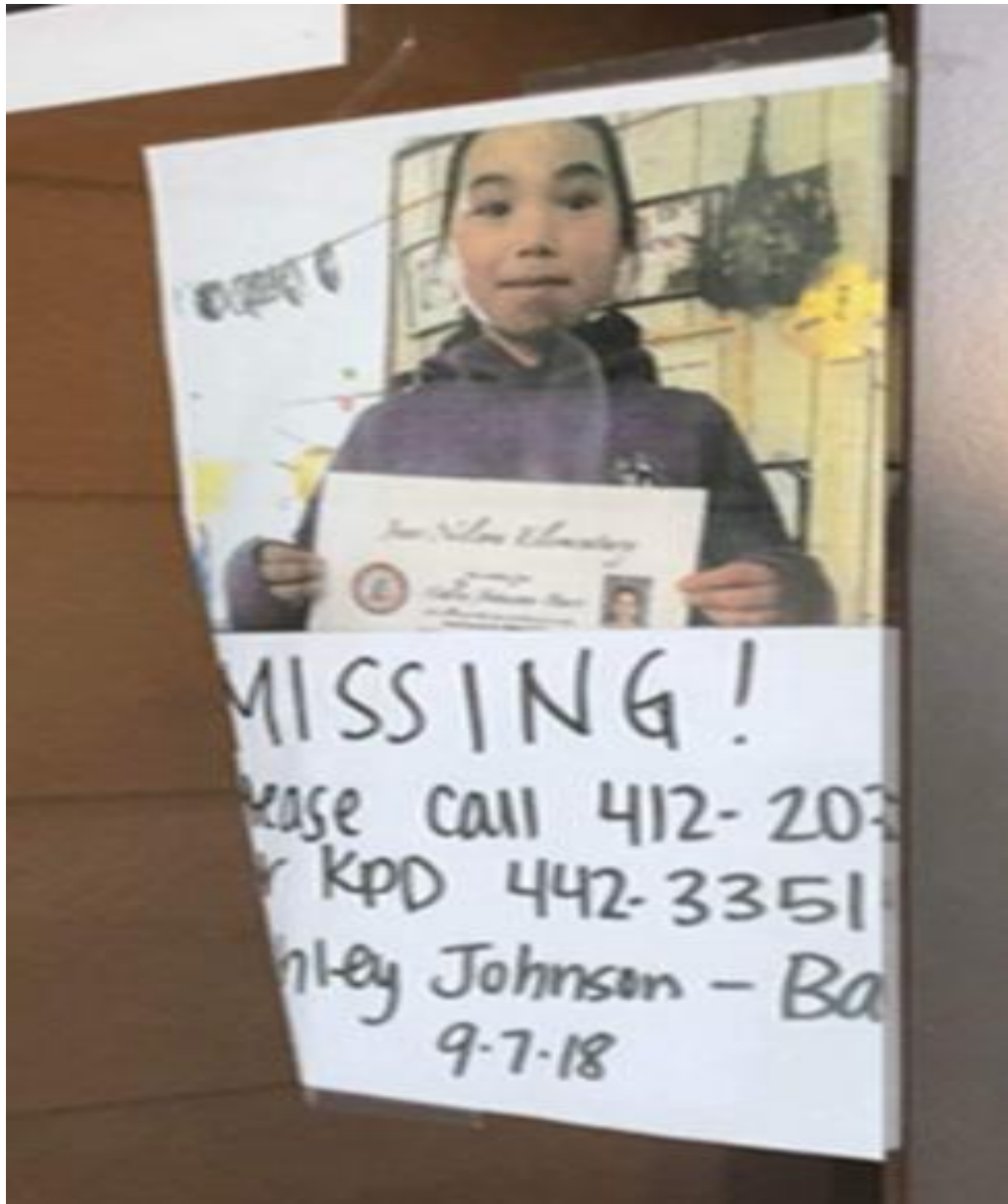


Ashley's Body is Found

- Ashley's body was found on September 14th, 2018
- 8 days after she went missing
- She was located deep in the vegetation of the tundra a few miles outside of Kotzebue
- Ashley was sexually assaulted and murdered
- DNA and other evidence linked the suspect to the crime; suspect was sentenced to 198 years







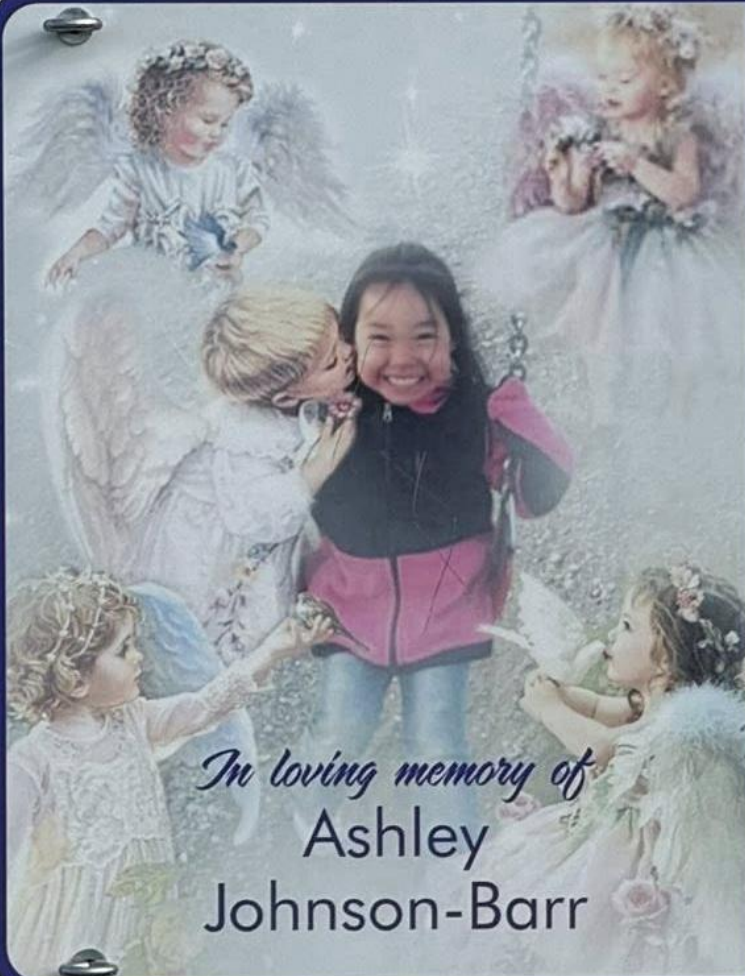
Resilience & Lasting Impact

Ashley's legacy led to awareness of missing persons, support systems, and public dialogue on coordinating a community response in Alaska.

Ashley Johnson Barr Day

- The Alaska Senate established Ashley Johnson-Barr Day on March 12
- SB 101 was created in commemoration of the life of Ashley
- The bill is aimed at bringing awareness to violent crimes committed against children
- The bill also aims to bring awareness to Missing and Murdered Indigenous Women across North America





ALASKA'S *Angel*

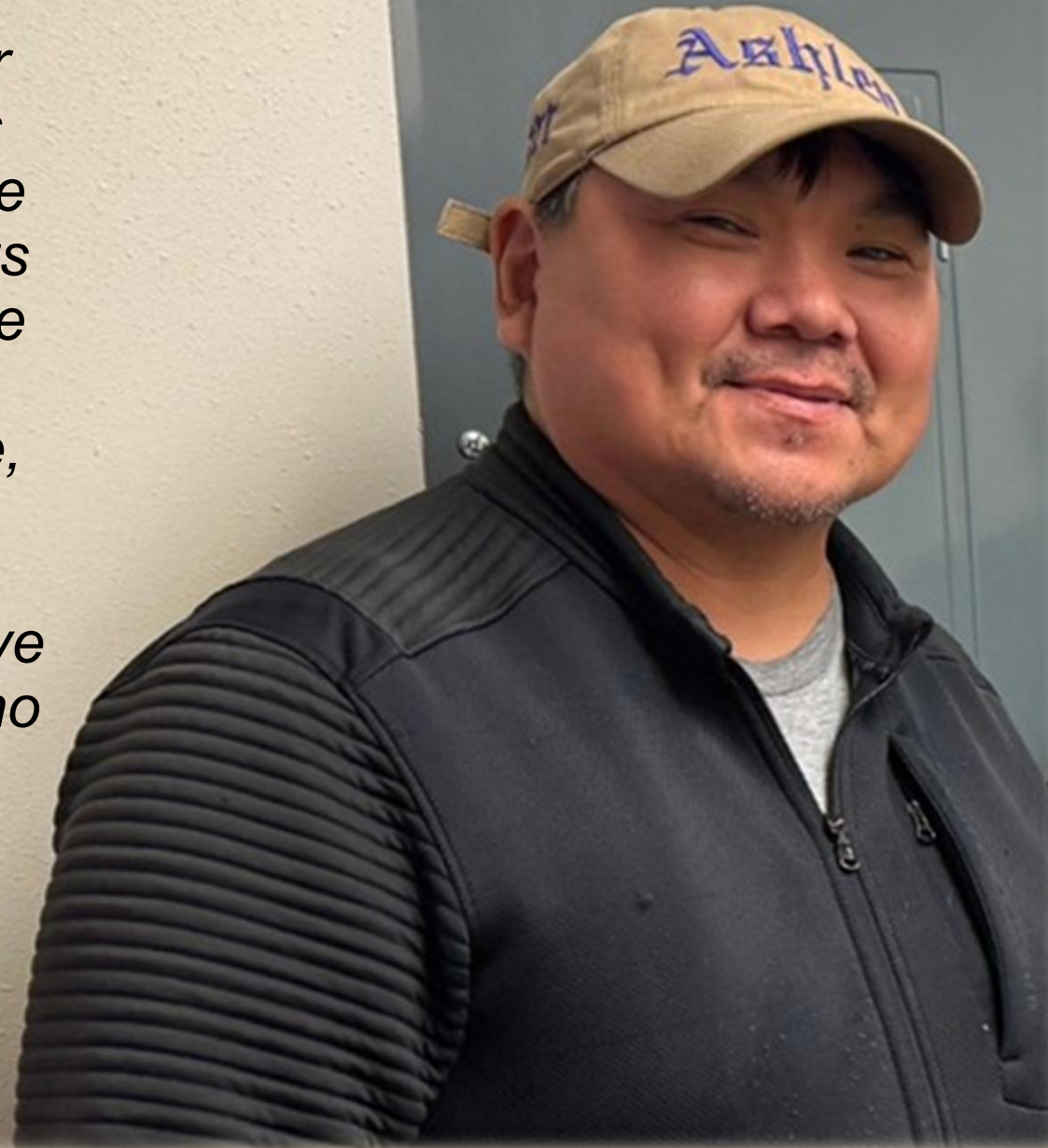


Jesus said, "Let the little children come to me, and do not hinder them,
for the kingdom of heaven belongs to them."

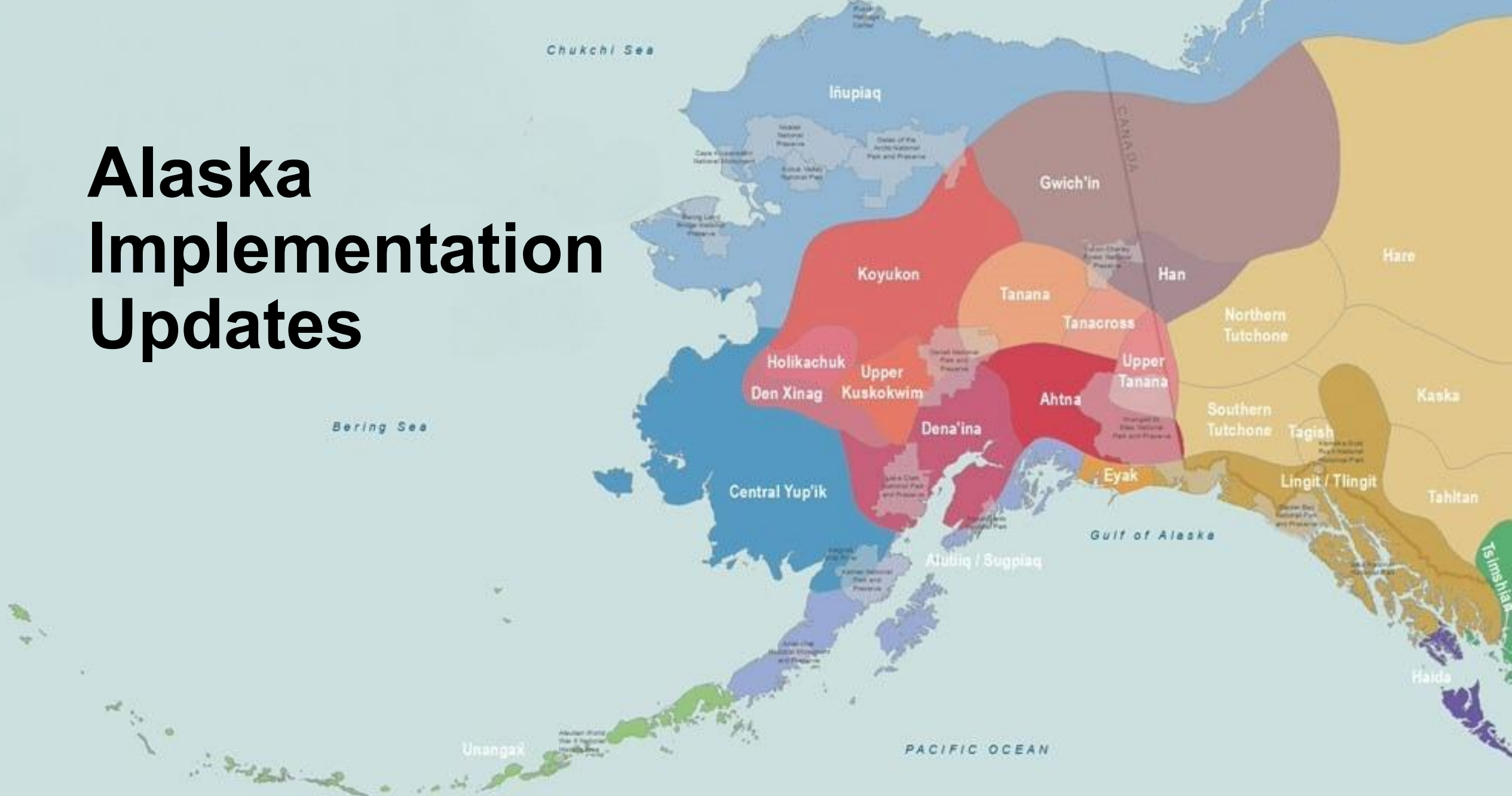
Matthew 19:14

“First and foremost, we would like to thank our Heavenly Father God and his Son Lord Jesus Christ for bringing our daughter home and have spiritual and earthly justice. Our love and hearts are with all families who experienced this as we did, also to all the families that are still either searching for their loved one or seeking justice, we continually pray everyday for love, perseverance, strength, hope, justice and comfort. We encourage every parent and relative to be a voice for their loved ones until there is no more trafficking, abduction and any abuse towards young girls, teenagers, ladies and mothers, aunts, and elders.”

- Scott Barr, Ashley's Father



Alaska Implementation Updates



Contact Information & Final Q&A



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