

# Maricopa County Sheriff's Office

## Joe Arpaio, Sheriff



Date: June 21, 2010

### MARICOPA COUNTY SHERIFF JOE ARPAIO WILL DEBUT NEW WEB-BASED LIVE TELEVISION SHOW TO THE PUBLIC THIS WEDNESDAY

#### *Sheriff Arpaio Reaches 10,000 Followers on Twitter*

(Phoenix, AZ) In the age of technology and new media, nobody is more anxious than Maricopa County Sheriff Joe Arpaio to capitalize on an opportunity to get his message out to the public about his innovative techniques for fighting crime and solving problems.

Sheriff Arpaio has been known worldwide and has been profiled on thousands of media outlets for his non-conventional techniques in dealing with crime and prisoners in his jails. Some of the programs include pink underwear, bologna sandwiches, pedal vision TV, and the famous Tent City Jail that maintains the capability for housing 2,500 inmates in Korean War era Army tents.

Sheriff Arpaio says "I have never had any trouble getting media coverage, but this is an opportunity to get my message out the way I intend it and not left to the bias or agenda of certain media organizations."

Arpaio also plans to use live streaming video sites to give a weekly address to the media and the public about new programs and to respond to current issues relating to his office. He also intends on using the program to broadcast law enforcement activity such as crime suppression operations and dead beat parent roundups.

The program titled "JMA TV-1" will stream live on Wednesday afternoons at 1:30 PM on the web at [www.ustream.tv/channel/JMA-tv1](http://www.ustream.tv/channel/JMA-tv1) for approximately five to ten minutes depending on the subject matter. The sheriff's office has recently used the live streaming service to broadcast live news conferences.

"I think the public has the right to access all of the information that is usually privy to the media, rather than allowing news organizations to be the deciding factor of what people should hear," Arpaio said.

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Sheriff Arpaio already is a fan of using the popular social networking site Twitter to notify followers of the happenings of the sheriff's office such as news releases, crime bulletins, and missing person flyers. His list of followers is set to exceed 10,000 today.

The sheriff's office has also utilized its web site. [www.mcso.org](http://www.mcso.org), to make available information not included in certain media stories under a link titled "The Truth Behind the Headlines". The Maricopa County Sheriff's Office's website currently receives about 209,000 visitors per month.

Although the live streaming internet program is considered to be new, it is not far from a similar program the sheriff started in the late nineties in which live video was streamed from the Madison Street Jail Intake area allowing web surfers to watch inmates being booked into jail.

**Follow the Sheriff at the following links:**

<b>Twitter:</b>	<b>@RealSheriffJoe</b>
<b>Facebook:</b>	<b>JoeArpaioNews@gmail.com</b>
<b>Ustream TV:</b>	<b>RealSheriffJoe</b>
<b>The Web:</b>	<b><a href="http://www.mcso.org">www.mcso.org</a></b>

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