



GERALD ROBINSON

SHERIFF OF JEFFERSON COUNTY
P.O. Box 7837
PINE BLUFF, ARKANSAS 71611

CHIEF DEPUTY, Stanley James
OPERATIONS COMMANDER, Major Lafayette Woods, Jr.
JAIL ADMINISTRATOR, Greg Bolin

ADMINISTRATIVE OFFICE: 870-541-5351 • FAX 870-541-5348
INVESTIGATIONS: 870-541-5496
PATROL: 870-541-5376
WARRANTS/CIVIL PROCESS: 870-541-5349
DUB BRASSELL DETENTION CENTER: 870-541-4620



February 28, 2012

To All Media Outlets

Attached, please find a press release regarding our office's new website.

All future press releases will be posted on our Website www.jeffcoso.org

If you wish to receive a notice regarding all new press releases published by our office (as well as notice of new Most Wanted and Sex Offender postings), please sign up for our Alerts at www.jeffcoso.org This will allow you to receive a notice by email or text each time we post that information to our site.

Our goal is to provide you with the timely release of news from our office.

Sincerely,

A handwritten signature in black ink that reads "Gerald Robinson". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Gerald Robinson
Sheriff

GR/lw

Enclosure: Press Release



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FOR IMMEDIATE RELEASE

MEDIA CONTACT

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Operation Commander/Public Information Officer
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JEFFERSON COUNTY SHERIFF'S OFFICE LAUNCHES NEW WEBSITE:

Jefferson County, Arkansas – February 28, 2012 – The Jefferson County Sheriff's Office launched a new website on February 21, 2012, where citizens can find the latest information regarding the operations of the Sheriff's Office as well as locate area sex offenders. The new website will serve as an information resource for the public and assist with community policing efforts.

The website, www.jeffcoso.org provides updated information on all aspects of the Sheriff's Office.

One of the main goals of the new website is to provide information to the public about sex offenders living in Jefferson County. The interactive map feature on the website allows the public to view sex offender locations on a map as well as view offender photos and profile information about the offenses committed. Site visitors can also click on a list of the offender's names to view their profile information.

"The safety of county residents is our primary concern at the Sheriff's Office. We feel the sex offender Website map feature allows us to better-protect county residents by keeping them informed," stated Sheriff Robinson.

In addition to the interactive sex offender map, the new website also features press releases and messages from Sheriff Robinson, which are updated frequently. A link for citizens to submit crime tips via email has also been added.

Other features of the website include:

Most Wanted Listings – allows the public to view photos and descriptions of wanted individuals.

Interactive Crime Map – allows the public to view locations where crimes have occurred in Jefferson County. The crime map displays icon pinpoints for up to 16 specific crime types. Visitors may choose to view all crime types or select to view by specific crime type or year.

E-newsletter – allows the public to sign up and receive an e-newsletter from the Sheriff's Office featuring articles and photos.

History of the Sheriffs module – allows us to share photographs and biographies of our former sheriffs with the community. Our hope is to work with our historical society and the families within our communities to provide facts about the law enforcement history of Jefferson County. We invite and encourage anyone with historical information to please contact the Sheriff's Office Operations Commander and Webmaster Major Lafayette Woods at 870.541.5351 or via email at lafayette.woods@jeffcoso.org

Alert Notifications – allows the public to sign up for alert notifications from the Sheriff's Office via email or text – including sex offender notifications, press releases, messages from the Sheriff, most wanted updates and e-newsletters updates.

Social Media Links – allows the public to follow the Jefferson County Sheriff's Office on Facebook.

“Posting information on the Website improves the efficiency of the Sheriff's Office by reducing the number of inquiry calls handled by our office. This tool allows us to devote more resources to the safety and security of our residents. The new website provides greater transparency for the Sheriff's Office and encourages the public to take a more active role in community policing efforts. Our intent is for every County resident to visit the site and become familiar with how to locate sex offenders, how to submit a crime tip and where to find the latest news and updates from the Sheriff's Office. We believe the Web site is a huge benefit to the Sheriff's Office and the residents of Jefferson County as well,” said Sheriff Robinson.

Features coming soon are:

Jail Roster – allows the public to view photos and information for individuals booked into the detention center and/or released within the last 48 hours.

Warrants – provides current information and photos of those with outstanding warrants. We welcome the community's help in locating these individuals.

Deadbeat Dads and Moms –under the Warrants section of our site, this feature focuses on men and women who are not paying child support, therefore, not taking care of their parental obligations.

MostWantedWebsites.com by Brooks Jeffrey Marketing, Inc. of Mountain Home, Arkansas, developed the Website. The firm specializes in website solutions for law enforcement and government offices.

For more information about the Website please contact the Jefferson County Sheriff's Office at 870-541-5351 or visit www.jeffcoso.org.

Also coming in just a few weeks is our **Mobile App** by Mobile Patrol that will be available for free download on itunes!!!!!!!!!!

The Mobile Patrol App will access data feed through VINE to provide a direct link to the community. Through the mobile application the Sheriff's Office can post news, push notifications, and list content including Incarcerated individuals, Most Wanted, Deadbeats, Warrants, and provide information to the public about how to contact the Sheriff's office. This document provides the interface specification that will be used to stream data to thousands of mobile devices.

