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# news release

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## FOR IMMEDIATE RELEASE

### **GodTube.com Gets Back to Core with Salem Force; Announces '30 Days of GodTube' Campaign Features Online Scavenger Hunt, Video Contest, Giveaways**

**RICHMOND, Va., April 27, 2011** – GodTube.com, recently purchased by Salem Communications Corporation, is getting back to its roots of being the widely popular video-sharing website with Christian, family-friendly content. To garner awareness, educate users and further promote its unique features, GodTube.com will host a “30 Days of GodTube” campaign beginning May 2.

Special promotions, contests and announcements will occur throughout May. A 10-day video scavenger hunt will begin May 2 and entries for a flash mob video contest will start May 16. Both contests will offer cash prizes. In addition, users can participate in an interactive Mad Lib written exclusively for GodTube.com. Full details are available at <http://www.godtube.com/30days>.

“This 30-day campaign will help engage our current users and educate millions of other people about GodTube.com, in a fun and interactive way,” said Lindsey Neidenfeuhr, Brand Manager for GodTube.com. “GodTube.com is as committed as ever to the original mission of offering a safe and family-friendly place to share videos.”

Purchased by Salem Communications last summer, GodTube.com currently receives 2.5 million unique visitors and 8 million page views per month. There are also over 1,500 new video uploads every week, an average of 215 per day. Under Salem Communications Corporation, in an eight-month span, GodTube.com has seen visits from 228 countries.

“For anyone concerned about the vulgar and inappropriate videos available on the web, GodTube.com is a safe and family-friendly alternative,” said Neidenfeuhr. “Searching the same term on both GodTube.com and YouTube.com will yield completely different results. People can rest assured that GodTube.com will garner videos relevant for all ages.”

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GodTube.com first came on the scene in Spring 2007 and was quickly named the fastest growing website by ComScore by August. The site garnered tremendous attention, showcasing the need for family-friendly online video. In June 2010, Salem Communications Corporation, the leading radio broadcaster, internet content provider, and publisher targeting audiences in Christian family-themed content, purchased GodTube.com. With Salem's knowledge, experience and proven track record of building the largest Christian websites, Godtube.com was given an extensive redesign and facelift in October 2010.

Catering to a variety of users, the site categories include music, comedy, movies, ministry, Spanish, educational, inspirational and cute videos featuring kids and animals. For additional information, visit <http://www.GodTube.com>.

Salem Communications Corporation is the largest commercial U.S. radio broadcasting company that provides Christian and family-themed content. Salem Communications also owns [Salem Radio Network](#), a national radio network that syndicates talk, news and music programming to approximately 2,000 affiliated radio stations and Salem Media Representatives, a national media advertising sales firm with offices across the country. In addition to its radio broadcast business, Salem's portfolio includes Salem Web Network and Salem Publishing™.

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**Note to Editors:** For information visit <http://www.alrcnewskitchen.com/godtube> or contact Monica Sales at 972.267.1111 or [monica@alarryross.com](mailto:monica@alarryross.com).