



a.larry.ross
com.mu.ni.ca.tions

news release

4300 Marsh Ridge Road • Suite 114 • Carrollton, TX 75010
972.267.1111 • 972.267.3535 (fax) • www.alarryross.com

FOR INFORMATION, CONTACT:

A. Larry Ross Communications
Lauren Williams 972.267.1111
lauren@alarryross.com

FOR IMMEDIATE RELEASE

‘The Doug and Jon Show’ Teen Website Takes Evangelism to Next Generation

Ron Hutchcraft Ministries project uses comedic videos to connect with young adults; brings 17,000 from 66 countries to Christ since founding

HARRISON, Ark., May 10, 2011 – As Internet Evangelism Day approaches, “[The Doug and Jon Show](#),” a one-of-a-kind website, is impacting a rapidly growing population for Christ one teenager at a time through the changing culture of the internet.

“Student-age young people are looking for answers, and they’re looking for them on the internet,” said Jon Taylor, site personality and co-founder of “The Doug and Jon Show.” “With over half the world’s population, over 3 billion people, under the age of 25, we must find highly effective ways to meet them and share Jesus.”

“The Doug and Jon Show” has created a community for teens by building relationships around original comedy videos and animated cartoon shorts. The site features a slew of video blogs and Q&As that address important issues that kids face today, such as [popularity](#), [loneliness](#), [bullying](#) and [sex](#). Doug, Jon, and other site personalities also make themselves accessible and are continually creating and responding to conversations online. Once “relationship” is accomplished, Doug, Jon and Kara (Jon’s wife, who hosts a part of the site created for girls) encourage teens to check out the “God” section of the site. It’s there that each personality shares honestly about their Christian faith in a straightforward but “non-religious” sounding way, offering teens the opportunity to make a personal salvation decision.

“The Doug and Jon Show” was created with Ron Hutchcraft Ministries by site personalities and ordained ministers Doug Hutchcraft and Jon Taylor, after recognizing a lack of “clean” teen-oriented comedy websites. Visitors may not immediately recognize the Christian aspect as site personalities Doug, Jon and Kara, who offers a female perspective, focus on connecting with teens in a real way, creating relationship and trust, before discussing Christ.

“In a face-to-face conversation you can usually perceive if someone wants to hear the message of Christ through their body language,” said Doug Hutchcraft, site personality and co-founder of “The Doug and Jon Show.” “We have tried to translate this into the online experience. We don’t trick or ‘bait and switch’ anyone into hearing the Gospel. We just create a relationship where kids can share with us what is going on in their lives and we are always ready to share Jesus when asked.”

Serious videos featured on the “[Life Video Blog](#)” are a key part of “The Doug and Jon Show” website but comedic material is what draws teens in. Popular videos on the site include “[Shark Week Lost Tapes](#),” “[Lady Gaga ‘Alejandro’ D&J Remix](#)” and “[The Chuck Norris Man Test](#).” Site visitors can also get a behind-the-scenes look into how films were made as well as bloopers and outtakes in “[The Doug and Jon Show Backstage Pass](#).” And “[Café de Kara](#),” starring Kara, takes a more in-depth tour of topics such as crafts, romance and self-image.

Each portion of the site includes a comments section with active participation from Doug, Jon and Kara. Additionally, user comments and questions often become a part of the site in “[D&J Q&A](#),” as well as TheDougAndJonShow.com [Facebook](#) fan page.

“[The Doug and Jon Show](#)” offers teens and tweens a safe website that is entertaining, educational and conversational. Site creators Doug and Jon set out to create a wholesome, fun place for teens in the medium where they spend the majority of their time – the Internet. The site has received visitors from 67 countries since its inception. For additional information, visit the site at <http://www.TheDougAndJonShow.com>.

- 30 -

Note to Editors: For more information about the “The Doug and Jon Show,” please visit <http://www.alrcnewskitchen.com/dougandjon/>. To arrange an interview with a Doug and Jon, please contact Lauren Williams at 972.267.1111 or via e-mail at lauren@alarryross.com.