



**For Immediate Release**  
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## **FRONTGATE MEDIA ANNOUNCES SOCIAL NETWORKING AND PUBLIC RELATIONS SERVICES**

Orange County, CA – Already the #1 internet and event media group in the faith-based entertainment market, [FrontGate Media](#) is expanding its ability to deliver faith-based consumers and serve as companies' "Gateway to the Christian audience." Consistently growing and evolving, FrontGate Media continues its dedication to not only navigate the trends, but negotiate where the market is moving, and assist their clients in connecting with the consumer audiences they desire.

With this in mind, FrontGate has expanded their ever-growing list of services to include social networking, and publicity and public relations.

"I think what makes our FrontGate Media group unique is that we are marketers not content publishers," explains Scott A. Shuford, Founder and CEO of FrontGate Media. "As marketing trends have moved from print media to the Internet and events, and now content promotion, we have been able to evaluate these opportunities and lead companies and ministries in executing their marketing through our media group rather than just placing advertising, and without an agency markup. Our goal is to become the client's intern. We're the most experienced interns anyone has ever had. We talk personally with each organization to brainstorm together on their project and strategically dial in exactly the right audience matches from our 15 media vehicles, then create an integrated campaign strategy that includes content promotion, advertorial, advertising and non-traditional marketing."

With their emphasis and expertise in technology and the Internet, it seemed only logical for FrontGate to expand the social networking component of their services. ShoutLife, the leading faith-based social network is already part of FrontGate Media. With the ability to also fully-integrate public relations services, agencies and companies are now able to utilize FrontGate to execute a top-level, cost effective, market-wide campaign with one point of contact that will impact faith-based consumers.

Social Networking is more than just posting a MySpace page. Shuford says, "You have to be in the communities, not just on them. FrontGate Media's approach is one of Fan Development rather than advertising." With this approach, FrontGate Media has the ability, the time and manpower that very few marketing departments have available to select the best social networking communities to reach out to while avoiding the learning curve that can result in being blocked or blacklisted.

[Gospel Music Channel](#) (GMC) television network and FrontGate Media recently partnered for the launch of [Revolve: Rockin' The Road](#), a reality show focused around the Revolve Tour. Through a coordinated promotional campaign that included social networking, FrontGate Media worked seven different social networking sites, as well as deploying advertising across the FrontGate Media group that allowed Gospel Music Channel to create relationships with their core target audience of girls, drawing fans to the show and reconnecting with fans who had attended the tour or were interested in the music artists involved.



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"Revolve: Rockin' The Road attracted a significant audience among teen girls, the primary target demographic for the series. Those viewers were able to enjoy the show while we were able to promote our other programming. FrontGate helped us reach and super-serve that teen target demo and bring them to the series and the channel," commented GMC vice president of marketing Wendy McCoy.

The public relations division has produced dramatic results in the two months FrontGate has offered the service. [ConversantLife.com](http://ConversantLife.com), a new media website seeking to stimulate conversations about faith and culture, has experienced an increase in site traffic of over 33% as a result of adding FrontGate Media's public relations to their marketing plan. Staff bloggers were invited to do radio interviews on major Christian stations across the United States, Canada, and worldwide including significant features on the Moody Radio Network and on CrossRhythms in the UK. Their expertise has been noticed by radio producers as now ConversantLife.com has become not only a site for consumer content, but a resource for other media sites as well. FrontGate Media continues its efforts for ConversantLife.com and also for HearItFirst.com, Biola Media Conference, Visual Story Network, and Marriage Reality.

"ConversantLife.com relies on FrontGate Media to communicate its content-rich site to the larger media world, including established media outlets," explains Stan Jantz, co-founder and CEO of Conversant Media Group. "Their knowledge of strategic publicity has been an effective, efficient tool in launching our site."

### **About FrontGate Media:**

FrontGate Media is the largest pop culture media group reaching the faith and family audience. FrontGate Media serves as both conduit and coach for brands and companies desiring to reach any and every demographic of faith-based consumers in the Christian market segments. Serving as the "Gateway to the Christian Audience" since 2002, FrontGate Media stands ready to customize and deploy promotional campaigns through 15 media vehicles, social networking and public relations that will connect companies directly to family and faith-based consumers. The company has been honored by World Vision as their #1 emedia partner, and plays a key role in the success of record labels and artists, publishers and authors, movie studios, non-profit organizations and more seeking "creative & emerging media" outlets. The company was recently featured in *Adweek* as an authority on the "Role Of Religion In Modern Consumer Culture."

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