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CITY OF GLENDALE REACHES MILESTONE WITH MORE THAN 500 VIDEOS ON YOUTUBE CHANNEL

Glendale, Ariz. — The city of Glendale has posted its 500th video on YouTube generating a buzz of interest in city news and events and reaching an audience of hundreds of thousands through online and social media outlets. Staff from Glendale 11, the city’s TV station, and the city’s Web Content Office, began posting videos in 2009, and to date, there have been more than 292,000 views of the videos.

“We realized a few years ago the effective power of online videos to help tell the city’s story and convey information to residents, tourists and executives interested in doing business with Glendale,” said Julie Frisoni, Glendale’s Executive Communication Director. “The strategy appears to be working since we’ve had nearly 300,000 views of videos featuring everything from government meetings to safety tips, the sports and entertainment district and the city’s festivals.”

Some of Glendale’s most popular YouTube videos include:

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| • Lauren Froderman dance champion at Glendale Glitters 2010 | 29,158 views |
| • Fiesta Bowl 2010: Boise State versus Texas Christian University | 26,574 views |
| • Making of the University of Phoenix Stadium & the rolling field | 13,387 views |
| • 24/7 – Glendale’s Weekly Online News & Calendar | 7,767 views |
| • Tribute to Glendale Officer Bradley Jones | 5,705 views |
| • Jail Booking Story for Glendale Today with Councilmember Joyce Clark | 4,639 views |
| • 2012 Glendale Glitters Lights Preview | 3,914 views |
| • Tour of Glendale’s Foothills Recreation & Aquatics Center | 2,863 views |
| • Glendale Police – Missing Child | 1,732 views |
| • Tanger Outlets Westgate Preview | 1,747 views |
| • Glendale Library e-Book demonstrations | 1,597 views |

(more)

Glendale’s YouTube channel has the highest number of views among all the Valley cities. According to YouTube statistics, 72 hours of video are uploaded to YouTube every minute, and every month more than four billion hours of video are watched by people from across the globe.

“Glendale is being civically responsible and building a platform, a network, of where people know to go to find out what’s happening in their city,” said Robin Phillips, Digital Director for the Reynolds Center for Business Journalism at ASU’s Walter Cronkite School of Journalism. “With that high number of YouTube videos, Glendale is demonstrating it is consistently able to talk directly to residents and create a sense of community.”

While most of the people watching the city’s videos are from the United States, the stories have been seen by viewers from around the world. Glendale’s YouTube channel statistics include:

- United States 245,328 viewers
- Canada 8,665 viewers
- United Kingdom 4,629 viewers
- Germany 2,626 viewers
- Australia 1,968 viewers
- Mexico 1,934 viewers
- India 1,450 viewers
- France 1,350 viewers
- Poland 1,179 viewers
- Italy 1,082 viewers

Besides YouTube, the city has two other video resources: an online video library accessible 24/7 with archive availability at www.glendaleaz.com/video and the city’s award-winning cable television station, Glendale 11 TV, on Cox channel 11 and live streaming online at www.glendaleaz.com/glendale11. To visit Glendale’s YouTube Channel, go to www.youtube.com/myglendale11.

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