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## **GLENDALE REACHES SOCIAL MEDIA MILESTONE WITH 200,000+ VIEWS ON YOUTUBE**

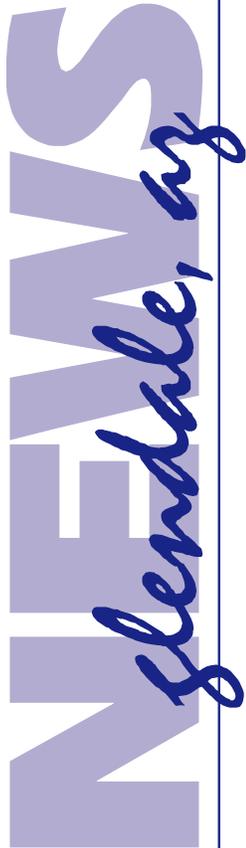
**GLENDALE, Ariz.** – Proving the power of video and the World Wide Web, the city of Glendale has reached another milestone with its online videos being viewed more than 208,000 times. Glendale’s YouTube channel, [www.youtube.com/myglendale11](http://www.youtube.com/myglendale11), has been a popular online resource for residents and visitors since January 2009.

The city has more than 380 online videos, produced by the award-winning Glendale 11 television station, featuring everything from fire extinguisher safety to city festivals, interviews with local business owners and some of Glendale’s high-profile events like Spring Training and Fiesta Bowl championship games.

“Glendale understands the influence of using video on the city’s website as a communication tool for information that is relevant to our residents and tourists,” said Julie Frisoni, director of Glendale’s Marketing/Communications Department. “Local governments are embracing social media more and more and Glendale is part of that trend with our city YouTube Channel doubling its viewership in the last year.”

According to the most recent Pew Internet Research, approximately 70 percent of U.S. homes have Internet access and 80 percent of those homes rely on the Internet as a form of participation in their government.

*(more)*



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Some of Glendale's most-watched YouTube videos include:

- *Dancer Lauren Froderman at Glendale Glitters 2010 --- 29,000 views*
- *Fiesta Bowl 2010, Boise State vs. TCU --- 24,648 views*
- *Making of Stadium featuring the rolling field --- 8,738 views*
- *Interview with Anthony Daniels, the voice of CP30 at Jobing.com Arena --- 4,377 views*
- *Glendale Today jail interview with Councilmember Joyce Clark --- 3,363 views*
- *Memorial Tribute to Glendale Officer Brad Jones --- 2,176 views*
- *PSA for missing child, Jhessye Shockley --- 1,691 views*
- *Glendale Today library e-book reader demo with Councilmember Yvonne Knaack --- 1,586 views*
- *Glendale Fire Recruit Training Class --- 1,081 views*
- *Foothills Dog Park --- 1,034 views*
- *Luke Air Force Base – Luke Forward Campaign --- 930 views*

Glendale has other online video resources: an online library accessible 24/7 featuring all Glendale 11 programming from city council meetings to news and information programs; live Glendale 11 broadcasts and archive search availability for popular shows featuring signature festivals, tourism amenities and city services. All of which are available at [www.glendaleaz.com/video](http://www.glendaleaz.com/video). Glendale 11 TV can be found on Cox channel 11 with live streaming online at [www.glendaleaz.com/glendale11](http://www.glendaleaz.com/glendale11).

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