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## YouTube in pact for faith-friendly outlet

**RLJ deal will launch Alright TV**

By AJ MARECHAL

YouTube has inked a deal with The RLJ Companies to develop a faith-friendly channel, Alright TV.

Alright will focus on positive content that appeals to all demos, with a secular approach. Tracey E. Edmonds, topper of Our Stories Films, will lead the channel.

"Alright will offer first-rate buzzworthy content in the areas of comedy, reality, self-help, music, and talk that promises to empower and entertain family audiences of all ethnicities and socio-economic backgrounds," said Edmonds.

RLJ Acquisition, a company sponsored by The RLJ Companies that handles special purpose acquisitions, is currently completing a business combination with Image Entertainment and Acorn Media Group. Upon completion, the trio will form RLJ Entertainment, which will be a global independent distributor of digital and video content to all media platforms including broadcast, cable, DVD and digital streaming.

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