

Christian Media Co. Works to Bridge Faith Community and Tinseltown

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A California company is trying to help the entertainment industry connect with people of faith. Grace Hill Media was founded five years ago by Jonathan Bock, a believer who worked for years in Hollywood and saw a need for a Christian public relations firm.

Tara Shaffer, a publicist with Grace Hill Media, says Hollywood executives have come to realize there is a big market for family-friendly films. The media company she represents is “a small group,” she says, “and our mission is really to make Christians aware of entertainment that shares in their beliefs or explores the same values they believe in.”

At the same time, Grace Hill Media is trying to help promote films that are family-friendly or that put meaningful, positive values onscreen, Shaffer says. While not all the films the Christian firm highlights are necessarily family films, it tries to select projects that honor many of the heartfelt concerns of Christian viewers and “really just elevate their view on the world.”