

For Immediate Release

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Modernizing a Traditional Church!
Digital Age waits for no one.

San Antonio, TX: South Memorial Christian Church has been around for over forty years and has always adopted the “traditional” approach, gospel music, long, and what some may say, “boring” services. Under the new owner and leadership, Mark Valadez, he is looking to change this and bring the church into the “modern, digital age”.

South Memorial Christian Church is implementing various changes, these including growing a social media presence online on different platforms, such as, Twitter, Instagram, LinkedIn, YouTube, Spotify, Twitch, and Facebook. Each media has its strong points that will no doubt help the church with gaining new members, even if just virtual members. This convenience in turn I what will help draw in the millennials. For example, Twitch can be used to live stream the sermons allowing for those who cannot be there because of work, or studying, to watch from wherever they are. Same with Spotify, the church will be making podcasts that will allow them to listen on the way to work, at work, at home, wherever they want.

By spreading the word of what this church is doing and working towards, it will allow people to know of another church that might just be what they are looking for. A church that has modernized, that is embracing technology into their church and reaching for members that may not have a conventional schedule. When asked for his (Mark Valadez’s) opinion, he had this to say, “I want to be able to breathe new life into the church, to bring in the (millennial) people, who walked away from churches because of boredom; because they were trying to find something more. All I want is a chance to prove that church can be modern, exciting, and relatable; that we care about each other and the community. The changes that are coming have me excited and I can’t wait to show off all the new things we’re going to be doing.”

In order to accomplish the goal of bringing in new, millennial, members to the church, South Memorial Christian Church as and will be doing the following:

- Create and maintain social media accounts
- Have members share posts and pictures from events
- Start recording the first episode of the podcast
- Setup streaming and broadcasting software for future streams

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South Memorial Christian Church is located on the south side of the city of San Antonio, Texas. They have operated in the same area for over forty years and many members have been going since it first opened.

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