

South Memorial Christian Church

For God so loved the world - John 3:16

PRAYER · SERMON · PODCAST · LIVE STREAMS

2020 MEDIA KIT



Picture Taken at the church. One of the signs welcoming the community and members.

Overview

The church first opened on December 16th, 1962, well over 40 years ago. The church started off very small, with just enough people to fill the building the size of a small one story house. A few years after it first opened they begin to grow, and as such, raised enough money and purchased a bigger building; where they continue to reside to this day.

The church has always been located on the south side of the city of San Antonio, Texas. However, they do accept and welcome people from all over the city and even those from out of town. There are many members that have been with the church for several years, some since 1987, that continue to go and thrive at the church.

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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.”

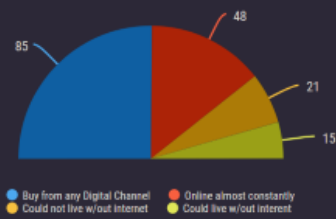
In order to accomplish the goal of bringing in new, millennial, members to the church, South Memorial Christian Church as and will be doing the following:

- 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**

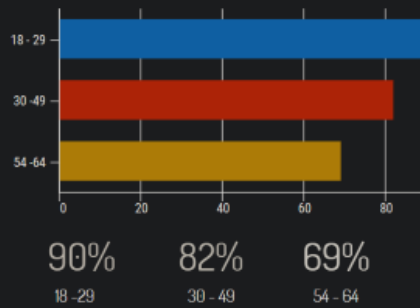
South Memorial Christian Church is located on the south side of the city of San Antonio, Texas. They have operated in the same area for over forty years and many members have been going for several years.

Millennials & Social Media

Internet Usage



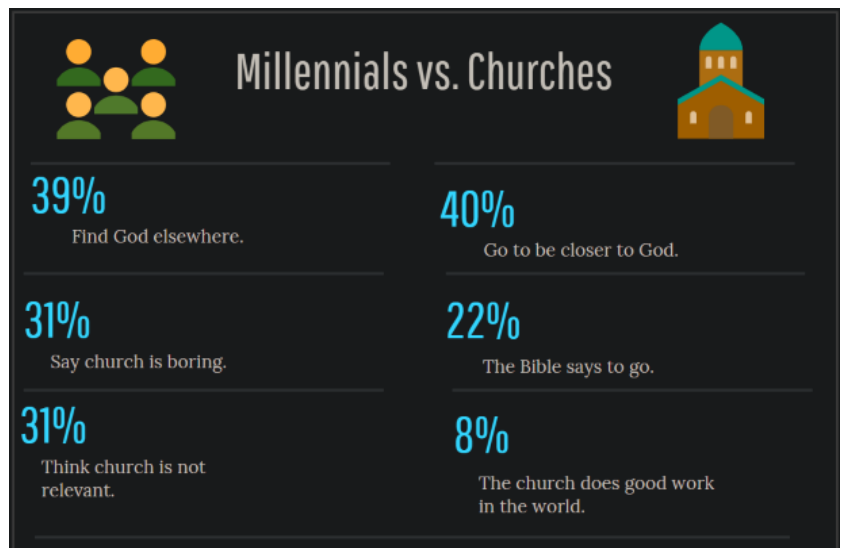
Ages and Percentage of Social Media Use



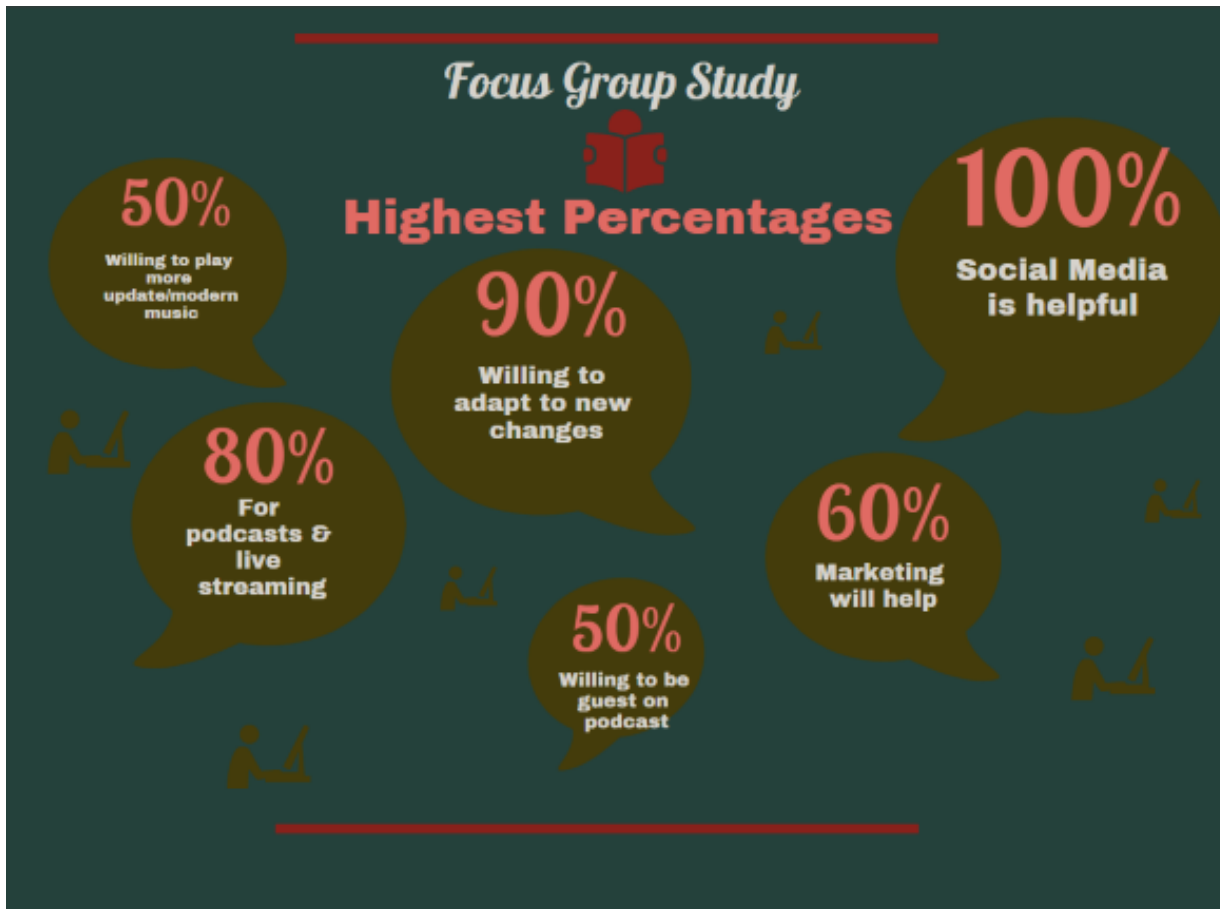
Studies have shown that millennials are the largest users of social media, whether that's using apps or shopping online.

Quick Facts:

- South Memorial Christian Church opened on December 16th, 1962.
- Several members have been going there since 1987.
- The church is aiming to bring millennials back to the church.
- The church has changed its music from "traditional" gospel music to more modern music.
- There is a website currently being built, as well, as official social media profiles for the church.
- The church will also be live streaming their services and have a weekly podcast that can be found on YouTube and Spotify.
- Church services have also been cut down from over two hours long to an hour and a half.
- The church offers free services to any who are in need. Such as, shelter, food, paying bills, and counseling.



Further studies have shown why some millennials chose to leave the traditional churches and why some continue to go.



A study was conducted at church with 10 volunteers. Asking a wide range of questions from "Will social media help the church grow?" to "Who is willing to be a guest on the future podcast?"

The volunteers were given time to, not only answer each question, but to explain/defend their answer, if necessary.

The above results were the highest percentages out of all the questions asked.

Shot Sheet - VNR

Link to Video: <https://youtu.be/FBbZ8H3DoYo>

Cutaways

1: 10.5 seconds to 31.20 seconds. Shot of the 2nd church building, used mainly as a place to host the events as a kitchen is included in this building.

2: 31.21 seconds to 52.4 seconds. Shot of “building 3” this building, used to hold small get togethers of about 5-10 people, before it was converted into one of the shelters the church uses to help those in need. Despite its small size, it has 2 bedrooms, a living area, one bathroom, and a full kitchen.

3: 52.5 seconds to 1:09. Shot of the main building where services are held every Wednesday night, Sunday morning, and Sunday night. This building also hosts bigger events, such as, weddings or funerals. As the main building, it is, naturally, the biggest and can hold about 150-200 people.

4: 1:10 – 1:35. Shot of the marquee that greets people as they turn into the church building. It has the name of the church, as well as, the address, phone number, days and times of services, and a scripture. The scripture is changed either monthly or bi-monthly.

Shot Sheet - VNR

Interview #1

Name: Mark Valadez

Title: Preacher

Sound Bite #1: 3694

TRT: 39 seconds

Transcription: We're a church on the southside, 8411 S. Flores St. A purely Christian church, we are independent, stand-alone Christian church. We're not affiliated with any kind of denomination and we started back in 1962 and for the last 57 years have never had a Sunday where we have taken off and that's something that we're really proud of. One of the things that we are lacking, however, is a social media presence and so we're very excited that Felicia's given us the opportunity in order to put a digital footprint for South Memorial. So...

Sound Bite #2

Time: 60 seconds

Transcription: I think one of the things that contributes to growth is your ability to look back and reflect on some of things that worked or didn't work; some of your victories, some of your failings. To be able to analyze those things to be able to look at them and see how they can help you in the future. And I know as the leader of South Memorial Christian Church one of my biggest failings is our lack of social media presence. And so, we're just super excited that Felicia has given us this opportunity to be able to partner up with her, so that she can go ahead and get that for us. It's not that I don't believe in it, it's just that I've never really delve into it. But with so many screens in front of people's eyes nowadays, with the amount of information that is at our finger tips. I can only see that our digital presence is going to be advantageous to our congregation and our congregation's growth. So, yeah, we're super excited and we appreciate the opportunity. Thank you.

Shot Sheet - VNR

Interview #2

Name: Chandler "T" Taylor

Title: Music and Video Leader

Sound Bite #1

TRT: 44 seconds

Transcription: Yeah, my thoughts about live streaming and podcasts coming to my church, I think it would be advantageous. It'll get us out there more, it'll put more information out there. I think it'll give the members who are not able to attend on the days, that they will still be able to view the service. And, just in general people who are trying to find out about the church will have an opportunity to go in, view some of the podcasts, see what we're all about. Overall, just give us the chance to get more exposure and get us out there.

Sound Bite #2

TRT: 1:05

Transcription: I also think that members of the church will rather enjoy coming into the digital age. It gives the younger generation, the younger crowd, a chance to expose us older folks to the coming, the up and coming things. And, overall, just gives us a chance to incorporate more exposure of the church, plus it allows people coming in to visit from out of town, to actually research us, see what we're all about. And when we're traveling, we can still be a part of the church, while we're not actually able to be there. I think this whole thought about the podcast and the live streaming would be an excellent idea. Especially, in the time right now, with the things that we're going through and we're not really allowed to meet. We would still be able to stream somewhat, 2, 3, 4, people within the congregation in the building. We'll still be able to get the word out to the rest of the members. I think this will be a good thing.

Owner and Preacher



Mark Valadez

Music and Video Leader



Chandler "T" Taylor

Public Relations Representative



Felicia Taylor