

Not that long ago, looking at your phone in church was thought to be a no-no. It still is in some churches but many others have embraced apps and tech as tools. Today being Ash Wednesday and the start of the Holy season, I'm looking at two of the most popular religion apps and how they're being used.

NOTE THAT THE INTRO MENTIONS TODAY BEING ASH WEDNESDAY. SHOULD BE CHANGED IF YOU USE IT LATER.

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STD OUT

SUPER

0-8 Jamey Tucker/whatthetech.tv  
36-43 Super Bowl Commercial

### **ON-CAMERA TEASE**

IT IS THE HOLY SEASON OF LENT AND MANY CHURCHES WANT PEOPLE TO TAKE OUT THEIR PHONES. I'M JAMEY TUCKER COMING UP WITH HOW CHURCHES ARE EMBRACING TECHNOLOGY AND SMARTPHONE APPS.

### **ANCHOR INTRO**

ASH WEDNESDAY MARKS THE BEGINNING OF THE HOLY SEASON FOR CHRISTIAN CHURCHES AROUND THE WORLD. CHURCHES HAVE FOUND INNOVATIVE WAYS TO ENGAGE WITH THEIR CONGREGATIONS, USING TECHNOLOGY.

OUR CONSUMER TECHNOLOGY REPORTER JAMEY TUCKER SHOWS US HOW CHURCHES ARE EMBRACING SMARTPHONE APPS TO SPREAD THE WORD.

### **PACKAGE SCRIPT**

Not long ago, looking at your phone in church was frowned upon. Today, a lot of people are using phones and tablets during worship services. Following the bible readings, even tweeting and tithing.

The YouVersion Bible apps have been installed over 760 million times. Created and developed by Life Church 15 years ago, YouVersion delivers a verse of the day when you first open the app, guided Bible studies, 3,000 Bible versions in over 2,000 languages. There are over 30,000 Bible plans and devotionals and can be searched for by topic. LifeChurch says around 12 million people use the app every day.

(AUDIO FROM TV COMMERCIAL: God, we take this moment just to give you thanks.)

You may have seen a commercial for the “Hallow” prayer app during the Super Bowl starring actor Mark Wahlberg. “Hallow”’s emphasis is on Christian and Catholic Prayer and Meditation. It has over 10,000 sessions of audio-guided prayers, morning and evening routines, and daily bible readings

(before we start think about anything and anyone you’d like to pray for today)

Wahlberg prays the rosary each day and Super Bowl champion kicker Harrison Butker leads meditations on joy, and faith under pressure.

A running tally shows over 412 million prayers have been prayed with the app.

Hallow works closely with the Catholic Church to make sure the content is in line with church teaching.

Many other churches have their own smartphone apps. Embracing technology to make church and teachings more accessible for people to join services from anywhere in the world who can join services and communities with just a tap on the screen.

That’s What the Tech? I’m Jamey Tucker

### **ANCHOR TAG**

BOTH YOUVERSION AND ‘HALLOW’ SAY USAGE OF THE APPS HAS SPIKED SINCE THE FIRST OF THE YEAR. LAST YEAR ON ASH WEDNESDAY, HALLOW SURPASSED DAILY DOWNLOADS OF TIKTOK, INSTAGRAM, AND SPOTIFY.

### **WEB STORY**

It wasn’t all that long ago that looking at a smartphone screen during church would be frowned upon.

In the last few years, churches have embraced technology and devices as part of their teaching resources.

Many churches have smartphone apps, and it isn’t unusual for someone in a pew to follow along with the pastor’s sermon from a phone or tablet. Many church apps make it easy for people to tithe. And many churches encourage people to take and share photos of worship services on social media.

Faith-based apps have seen a surge in usage this year and as we are now in the Lenten or Holy season, downloads and daily installs of religious apps increase.

The [YouVersion Bible app](#) is one of the first smartphone apps to provide the entire Bible on a smart device. Launched 15 years ago by LifeChurch, the YouVersion apps have been downloaded and installed over 760 million times worldwide.

The app offers over 30,000 Bible Plans in 84 languages, and over 3,000 versions or translations in some 2,000 languages.

The YouVersion Bible app is free and available for both iPhone and Android devices.

You may have also caught a commercial for another faith-based app during the Super Bowl starring actor and producer Mark Wahlberg.

Wahlberg is involved with the [“Hollow”](#) prayer app that has an emphasis on Catholic prayer and Bible study.

“Hollow” (as in ‘hollowed be Thy name) features meditations, devotions, Bible readings, and music. Wahlberg himself prays the Rosary each day and millions of people pray with him. A running tally on the “Hollow” app shows over 412 million prayers have been prayed by people using the app.

“Hollow” has a free 30-day trial but after that, there is a \$ 10-a-week subscription or \$70 for the year. It’s available for iPhone and Android devices.

<https://www.youversion.com/>

<https://hallow.com/>