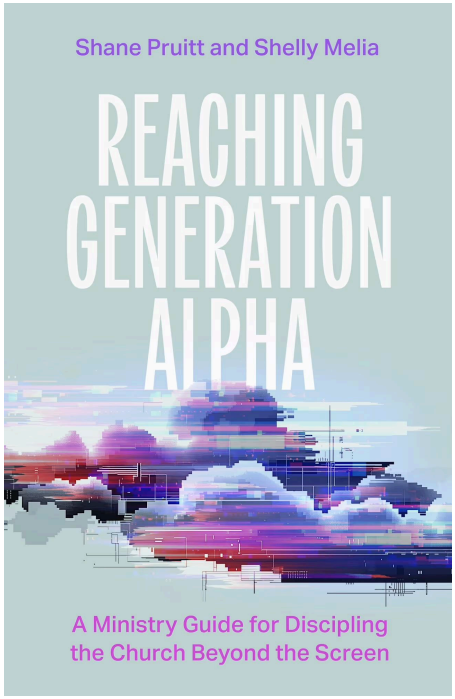
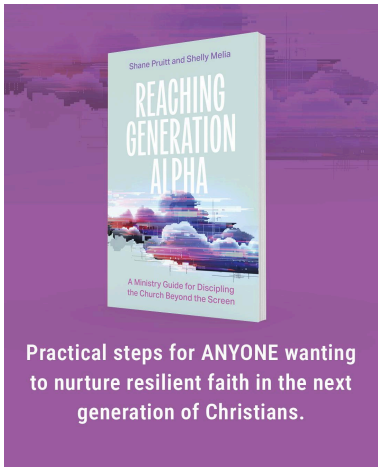
“Reaching Generation Alpha” by Shane Pruitt and Shelly Melia
Publication Date: June 2, 2026
Media Contact: elizabethabristow@gmail.com

‘Reaching Generation Alpha’: Authors Shane Pruitt, Shelly Melia Chart a Path for Raising Disciples in Screen-Driven World

BRENTWOOD, Tenn., May 1, 2026 —Who is Generation Alpha, and how can the Church effectively reach this generation for the gospel? Generation Alpha, born between the years of 2010-2024, is the first generation raised exclusively in the technological age. In their latest book, “Reaching Generation Alpha: A Ministry Guide for Discipling the Church Beyond the Screen,” (B&H Publishing, June 2, 2026) authors Shane Pruitt and Shelly Melia provide well-researched insights on how to reach this generation for Christ by exploring their culture and discovering their own unique needs.



The book specifically looks at this generation’s worldviews, views on sexuality and gender, and artificial intelligence among other topics. This resource offers expertise from on-the-ground interaction from Shane Pruitt as the Next Generation director at North American Mission Board (NAMB) paired with scholarly research from Shelly Melia who oversees the Family Ministry and Children’s Ministry programs at Dallas Baptist University. “Reaching Generation Alpha” is an ideal guide for parents, grandparents, pastors, and ministry leaders who work in student ministry spaces.



B&H Publishing Group, an imprint of Lifeway Christian Resources, is a team that believes Every Word Matters®. We seek to provide intentional, biblical content that positively impacts the hearts and minds of people, cultivating lifelong relationships with Jesus Christ. We publish (print and digital) in the trade, church and academic markets, as well as the CSB translation. For more information, visit BHPublishingGroup.com.

“Reaching Generation Alpha” by Shane Pruitt and Shelly Melia
Publication Date: June 2, 2026
Media Contact: elizabethabristow@gmail.com

About the Authors

Shane Pruitt serves as the National Next Gen director for the North American Mission Board (NAMB). He and his wife Kasi reside in Texas with their five children. He has been in ministry for over 20 years as a church planter, lead pastor and student pastor. Shane is also a traveling communicator, evangelist and Bible teacher. Every year he speaks to over a hundred thousand people about the good news of Jesus Christ. He is the author of “Reaching Generation Alpha,” “9 Common Lies Christians Believe: And Why God’s Truth Is Infinitely Better,” “Calling Out the Called: Discipling Those Called to Ministry Leadership,” “Revival Generation: Awakening to a Movement of God,” “Not My Jesus” and “Not My Jesus-Teen Bible study.” He is also one of the hosts of The Gensend Podcast.

Shelly Melia serves as associate dean and program director for the Master of Arts in Children's Ministry and the Master of Arts in Family Ministry in the Graduate School of Ministry at Dallas Baptist University. She speaks throughout the nation at children’s and family ministry conferences, such as Lifeway’s ETCH, Children’s Pastor Conference, Heart of the Child, Early Childhood Christian Network, the Child Discipleship Forum and D-6 Family Ministry conferences. She has been featured on podcasts with Lifeway and D-6 and has been a speaker for Baptist conventions in Oklahoma, South Carolina, Louisiana, Georgia, Missouri and Texas. She is a board member of the Disciple Leaders Network, served as the President of the Board for the Early Childhood Christian Network and is a consultant for Single Parent Ministries. She is the author of “Reaching Generation Alpha” and “Children and Salvation: Biblical, Theological, and Practical Considerations.”

“The next generation of young people is being deeply affected by the temporary world around them, and their greatest need is eternal truth. Therefore, it’s our highest calling as parents, grandparents, guardians, leaders, ministers, coaches, and teachers to know that truth and to make that truth known by reaching, discipling, and empowering the next generation.” -Shane Pruitt, Shelly Melia

"Reaching Generation Alpha" by Shane Pruitt and Shelly Melia
Publication Date: June 2, 2026
Media Contact: elizabethabristow@gmail.com

Possible Interview Topics & Questions

Gen Alpha & their worldviews

- What are the biggest misconceptions about Gen Alpha?
- How is Gen Alpha's worldview formation different from older generations?
- What do you believe are the greatest spiritual needs of Gen Alpha?

Gen Alpha and their views on sexuality & gender

- How is Gen Alpha's understanding of gender and sexuality shaped by growing up fully in the digital age?
- What cultural messages about identity are Gen Alpha exposed to earlier than previous generations?
- What are the trends in the use of pornography for Gen Alpha? What shifts are you seeing in them as it relates to pornography?
- How can parents intentionally disciple their children toward a biblical understanding of sexuality and gender in a culture that often communicates very different messages?

Gen Alpha & mental health

- What unique mental-health pressures are shaping Gen Alpha as they grow up?
- How does being the most digitally connected generation affect their emotional and social development?
- What practices help Gen Alpha build strong relational connections in an increasingly isolated world?

Gen Alpha & artificial intelligence

- Gen Alpha is the first generation to have the opportunity to experiment with virtual companions. Why do you think they are being drawn to these artificial relationships?
- How has being raised entirely in the technological age shaped their spiritual development?
- How can ministry leaders help kids make wise choices in a world where digital decisions can follow them into adulthood?
- What does healthy digital discipleship look like?

“Reaching Generation Alpha” by Shane Pruitt and Shelly Melia
Publication Date: June 2, 2026
Media Contact: elizabethabristow@gmail.com

Gen Alpha, the Gospel & the Church

- What are the most effective ways for the Church to build relationships with Gen Alpha students?
- How can leaders create environments where Gen Alpha feels seen, known and valued?
- How can churches better support parents raising Gen Alpha kids?
- What practical steps can ministry teams take this year to begin reaching Gen Alpha more effectively?