

July 2018

Media Translator

Connecting your ministry to today's media platforms



Ambassador

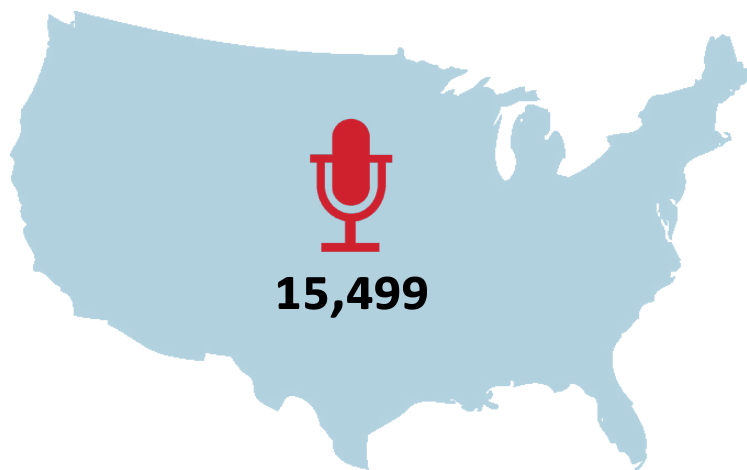
Radio News

"It helps me worship God throughout the day."

What 26,800 respondents said was the #1 reason for listening to Christian radio & Christian programs. Get the full report from Finney Media's *Why Listen 2018 Listener Survey*.

"No matter the format, if you are in tune with your listeners and give them what they want, and believe it, you will be 'successful.' In our case, success means something totally different. Winning hearts for Christ is how we measure our success."

Mike Novak, CEO of Educational Media Foundation (K-LOVE/Air1) in a recent cover story for Radio Ink. Novak recently [announced he is retiring](#) in the coming months.



The number of full-power radio stations in the U.S. as reported by the FCC. There were a [record number](#) of FM translators licensed as of March 31 of this year: 7,604.

Post This, Not That

Results from a consumer survey reveal the discrepancy between what marketers post and what consumers want to see.

Post This:

- Discounts or sales
- Posts that showcase new products or services
- Posts that teach me something

Not That:

- Posts that are partnerships with influencers
- Posts that showcase a company's employees
- Posts that showcase a company's personality

See the full chart:

[Social Media Content: What Marketers Post vs. What Consumers Want](#)

To Do:

- ✓ **Brainstorm:** What can we give away to the graduating class? ([Even if we're not Bill Gates](#))
- ✓ **Raise up a child:** What Alexa-ready content can we create for younger (or young-at-heart) ears? (["Alexa, start Chompers"](#))
- ✓ **Ask an outsider:** How would you redesign our website? ([These popular sites get inspiring makeovers](#))

Media Translator *Cont.*



Video Clips

Big buzz is swarming in the world of video platforms as companies seek to compete with YouTube as the hub for long-form content.



Instagram (owned by Facebook and now estimated to be worth \$100 Billion) [launched IGTV](#). It's a new app for watching long-form, vertical video from Instagram creators (who will have their own channels).

Bonus: There's a way for your post to climb higher on someone's Instagram feed thanks to [details about their algorithm](#).



Snapchat is [inviting influential content creators to use Snapchat Shows](#), a feature previously limited to premium providers like NBC, ESPN and Turner.

Bonus: Mark Ramsey asks (and answers!), [do influencers really influence anything?](#)



YouTube (owned by Google) introduced [\\$4.99-a-month channel memberships](#), so that YouTube stars can create exclusive content for fans willing to pay a subscription fee.

Bonus: Teens share [why they prefer YouTube over Facebook for watching videos](#).

Speaking of Video:

- Fred Jacobs says about [this election video](#), "I learned more about this woman in three minutes than I know about most air talent who I listen to regularly."
- New on our YouTube Channel, [Celebrating God's Faithfulness: Al & Margaret Sanders Mark 70 Years](#)



Be sure to check out [Sanders70.com](#) for photos, their story, & more!

In Case You Missed It

- 1 Recapture your sonic youth with [custom-made smart headphones](#).
- 2 Lil Miquela is a huge Instagram fashion star, and [she's not human](#).
- 3 Domino's Pizza and Ford are testing [pizza delivery by driverless cars](#).
- 4 When in San Francisco, eat a [\\$6 burger made by this robot cook](#).

May I Persuade You?



"Captology" refers to an acronym based on *computers as persuasive technologies*. Unlike a radio pitch that uses human persuasion, technology has predefined options. Some interesting food for thought for designers and developers in the digital media space from a piece titled, "[The Ethics of Persuasion](#)."

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