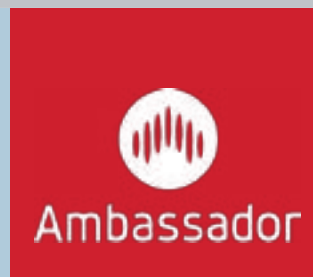


February 2018

# Media Translator

Connecting your ministry to today's media platforms



## It's here!

"It's here," indeed! We're pleased to introduce a new monthly piece designed to guide you through the latest of what we know



and want you to know in the world of media and communication. It's a pleasure to be your ambassador for what's happening in our world as we launch into tomorrow's platforms, today. Feedback welcome to [peg@ambaa.com](mailto:peg@ambaa.com)!

### Trends & Toys

Jim Sanders went hunting...for the latest trends & toys at CES (Consumer Electronics Show). Read his report in the [February edition of UPDATE](#). CES was referenced in "Tip #8: Break new ground" from [Fred Jacobs'](#) excellent blog post, "[A Dozen Ways Radio Can Whistle Past The Graveyard](#)."

### And it Makes Coffee

The car dashboard offers radio, directions, and now— coffee! Car maker GM introduces the Marketplace app, a new way of ordering your favorite latte or making lunch reservations. [Watch the video demo >>](#)

### Smart Stations

Were you one of the 11 million people who purchased a smart speaker, like the Amazon Echo, for Christmas? Many radio stations are making it possible for listeners to request their live stream via voice control. This media platform is rapidly extending your ministry's content—at no additional expenditure. Learn more from [Mark Ramsey's post](#).

### Radio Reach



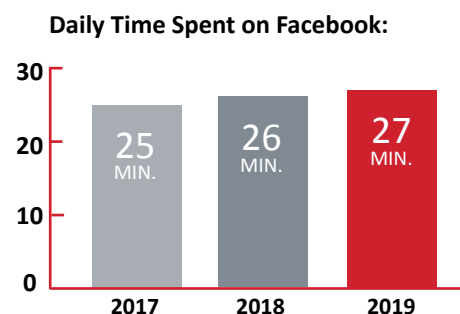
... that's

**[271 million people]**

tune in to radio weekly.

### Social Expectations

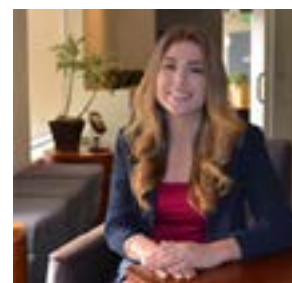
Despite the rise of other social networks, U.S. adults are still increasing (very slightly) the amount of time they spend on Facebook. Here's what's predicted for the next few years:



### Fresh Face

New to Christian media (and Ambassador!) is Leah Guerrero, who joins our Marketing team. You'll see her at NRB – but feel free to introduce yourself (in English or Spanish!) at [leah@ambaa.com](mailto:leah@ambaa.com).

*Leah comes to us from San Diego, where she and her fiancé, Eric, were part of Jim Garlow's church!*



**"...I will proclaim your faithfulness to all generations." (Psalm 89:1)**

*This verse selected by NRB for the 75th Convention. We'll see you there at the end of the month!*