

March 2018

Media Translator

Connecting your ministry to today's media platforms



Media with a Mission

This month we remember **Dr. Billy Graham** and celebrate the remarkable impact he had on millions through ministry extended by the use of media. For those who seek to emulate his example, consider the weighty words used in the description





for the NRB Billy Graham Award (this year awarded to Greg Laurie, who spoke at his memorial service):

"The NRB Billy Graham Award is presented to those who effectively and creatively use multiple electronic media technologies in fulfillment of their mission, while maintaining fidelity to the message of love, redemption, and hope found in the Holy Scriptures."

May we all be found seeking to resemble Billy Graham as God's Ambassador through excellence in media!

BONUS READ: [How Billy Graham Changed American Radio](#)

The "Wow" List

-  **July 1**
The day Best Buy will stop selling music CDs. [Really!](#)
-  **Peggy says, "Very, very good"**
[10 Super Sassy Podcasting Tips](#) includes advice from the late, great Tom Petty: "Don't bore us; get to the chorus."
-  **True or False**
Radio is in the early stages of a watershed movement to collect, analyze and segment its audiences to elevate the medium's value with advertisers. [True!](#) Check out the advancements being made in an effort to measure and prove return on investment.
-  **Christian Radio: The Quiet Giant?**
Speaking to the larger radio industry, [this article](#) gives insight on the two largest players in Christian broadcasting: Salem Media Group and Educational Media Foundation (EMF). Read how they compete with the likes of iHeartMedia and Entercom.

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Here are 3 things you may have missed at the 75th annual NRB Convention in Nashville (Feb. 27-Mar. 2).

- 1 Internet Freedom**
"NRB is launching Internet Freedom Watch [[@NetFreedomWatch](#)]
—and we are watching. We're documenting cases of censorship. If you experience this kind of digital media censorship, we want you to share your story."
[@DrJerryJohnson](#) [#Proclaim18](#)
- 2 Great Opportunity**
"Every second, 40,000 people are searching for spiritual answers on Google. The Gospel has the opportunity to shine brightly in this moment." Nick Runyon of [@CVOutreach](#) speaks at [#Proclaim18](#)
- 3 Donor Perspective**
"People do not go online to give, they go online to get." Tim Kachuriak [@DigitalDonor](#) [#Proclaim18](#)

Meet Carol from Ohio

A listener to one of Ambassador's ministry partners recently shared how she hears the broadcast. Was it radio? Podcast? Yes, and more! Here's Carol's list (given in the order she listed):

- Google Home device
- Ministry website
- Radio station WCVX 1160AM
- Podcast*

*Carol shared she prefers to listen via podcast because she can pause or rewind the program.