

June 2018

Media Translator

Connecting your ministry to today's media platforms



Ambassador

How Our Half Lives

U.S. adults spend over 50% of their day consuming media and technology. Here are the top five in a list of eighteen most ubiquitous forms:



TV/Video



AM/FM Radio



Smartphone



Social Media



Tablet

To Do List

-  **Unleash the interns:** Task apprentices to think of innovative ways to use your existing platform. (That's what Snapchat is doing.)
-  **Look your best on social media:** Get the optimum sizes for sharing images on six top platforms. (Plus two time-saving templates.)
-  **Sell content through Alexa:** Set up one-time purchases or subscriptions that users can pay for entirely through voice. (As with apps, free content before the upsell is key.)
-  **Check the new Facebook policy:** Your paid content may fall under a newly-published list that requires authorization and labeling. (The list includes issues like abortion, poverty and values.)
-  **Ask if you're GDPR compliant:** Double-check with your data managers and electronic communications teams that they meet the new standards. (May 25, 2018 was the deadline.)

In Case You Missed It

-  The Obamas sign a rumored high 8-figure deal with Netflix ([more](#))
-  Facebook takes down 583 million fake accounts ([more](#))
-  Tesla SUV sets record for towing Boeing 787 ([more](#))
-  Some resistant to praise Google's new phone calling AI ([more](#))
-  Teens flee Facebook; good thing Zuckerberg bought Instagram ([more](#))
-  Apple to help cure people of their iPhone habit ([more](#))
-  UBERAIR is what it sounds like ([more](#))
-  TIME Magazine uses 958 drones for cover shot ([more](#))

Inspiration for Content Creators

Cast: Two radio guys and a grocery store
New top charting podcast is about Trader Joe's, from Trader Joe's. *"It doesn't sound like commercial radio and it doesn't sound like a lot of the podcasts you hear out there."*

Setting: Non-traditional

Recent survey suggests more people are listening to "radio" without using a traditional AM/FM radio. Stations will soon be saying, "Thanks for listening to us – wherever you are, on whatever device you choose, and whenever you like."

Audience: Distracted

Consuming media and multi-tasking is the new normal. 70% of U.S. adults will regularly use another digital device while watching TV this year.

Media Translator *Cont.*



Learn from Today's Media Giants

Because of social media, [major companies are seconds away from a national controversy](#) because of one employee's wrong move. What would you have done the same or different as Starbucks did?

The availability of digital streaming means [one internet-based company could be worth more than every traditional media company](#). If you're thinking of Netflix, you'd be right.

For the love of coffee! Research reveals [one mobile app is outpacing all others](#) for mobile payments thanks to its rewards program. What can your developers learn from the Starbucks app?

The music industry sold [\\$1.5 billion in physical products last year](#). If that sounds like a lot, consider that physical products made up just 17% of all U.S. music revenue. Streaming music platforms accounted for two-thirds of all revenue.

Heard On-Air

Charley Mefferd was recently listening to a sports talk station and the hosts were discussing what they would say if they had the opportunity to address the graduating class of their old high school. One of the guys jokingly said:

"I am a successful broadcaster on 1310, The Ticket. We're like podcasters but everyone can listen to us at the same time!"

Radio Trivia

A voice broadcast over the radio travels at ? miles per hour. Send your guess to peg@ambaa.com.

Group Discussion

Translate today's media with your team. Share these articles with the discussion questions provided:

- 1 Futurecast: A trend in action**
[Read this article](#) and consider the projected "resurgence" of radio dramas. What other "new" content categories are the early adopters around you talking about? How will we stay on top of, or ahead of, trends that intersect with our work?
- 2 Entertainment: A closer look**
[Watch this three-minute video](#) from Bill Gates sharing his list of five books worth reading for the summer. In addition to the cute puppies, list at least five things you observed about this video. What of those elements should we focus on the next time we create new content?
- 3 Survey says: More of the same**
Check out [this report](#) about ESPN's investment into producing basketball content. What about ESPN's actions surprise or don't surprise you? How do we position ourselves to "double down" with our content? What's the risk/reward?
- 4 Case study: The music industry**
On [this page](#), scroll down to #6: "Subscription music wars heat up." Consider Ross Gerber's quote about labels going "where all the money's being made." In what ways do you see how we've adjusted or not adjusted to changes in our industry?