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Media Translator

Connecting your ministry to today's media platforms



Radio Claims

RADIO IS THE ANSWER TO LONELINESS

“Radio keeps me company,”

45% agree

Especially Women, Millennials, Hispanics, African-Americans, and Asians

There's nothing more personal than a DJ or host speaking directly to that driver. It's an intimate relationship between a personality and a consumer — one unlike any other medium shares with its audience. Clearly that unique environment is a contributing factor in cementing a bond — where radio provides a sense of companionship as we motor to work, back home again, schlep kids, and run errands.

Further reading: [How data from America's "loneliness index" informs the way we deliver audio content.](#)

RADIO IS THE MODERN CAMPFIRE

“Radio is the place to tell stories”



A story includes character, plot and theme — the same should hold true for a radio ad. The main character is the brand. Make sure the brand is relatable to consumers — something that the consumer can identify with. Drastic shifts or changes to how the brand was originally introduced to consumers can have a negative impact. The theme is what you want the consumer or listener to walk away knowing.

Further reading: [Why "a good radio spot is still king" and more tips on how to deliver an unforgettable audio story.](#)

▶ ARTIFICIAL INTELLIGENCE

How we define Artificial Intelligence today

[A flow chart to determine if your robot is using AI.](#)

What AI could mean to the radio DJ's jobs

[Because TV anchormen are already nervous.](#)

Why AI will change our lives in good ways, and probably not kill us

[Because Alexa's boss said so.](#)

▶ LATIN AMERICA LEAST CONNECTED

Internet traffic rankings:

1. Asia Pacific
2. North America
3. Europe
4. Middle East & Africa
5. Latin America



Slow internet traffic means less ability to stream online. Are alternate mediums, including radio, the best way to deliver audio in Latin America? In contrast, regions like Asia Pacific and North America continue to grow in high-speed internet access.

[See the data >>](#)

▶ **NEW FOR CHRISTIAN BROADCASTERS:** Industry thought-leader and researcher Mark Ramsey announces [new division](#) for Christian broadcasters. [Sign-up for the FaithBright newsletter >>](#)