

October 2019

# Media Translator

Connecting your ministry to today's media platforms



**WITH OR  
WITHOUT  
ADS:**

**59%**

The amount of audio time adults spend on ad-supported listening.

More than 75% of ad-supported listening is through broadcast radio. [Learn more >>](#)

**BITS  
&  
BYTES**

**Fancy yourself a Justice on the "Facebook Supreme Court"?** The social media giant unveiled a charter for its global content oversight board. [Get details of the charter >>](#)

## Christian Radio has the most non-commercial outlets

Did you know FM stations between 88.1 and 91.9 on the dial are typically reserved for educational, community and non-commercial use? Here's a look at the top five non-comm formats, with Religion (Teaching, Variety) and Contemporary Christian in the top 3.

Religion (Teaching, Variety)	1612
Variety	1070
Contemporary Christian	1045
News/Talk	732
Alternative Rock	356

[See the full list >>](#)



**Want more love from your carefully planned posts?** Take note: Video posts get 49% more interactions than images on Instagram. [See how much text should accompany the posts >>](#)

**Remember your first walkman?** The Sony TPS-L2 Walkman first released in 1979. [You can buy a 40th anniversary edition, but it's not cheap >>](#)

**What people are saying about podcasting:**

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U.S. ad revenue from podcasts is expected to **more than double** from the \$478 million spent in 2018 to \$1 billion in 2021.

—*The Trouble With the Podcast Boom* (WSJ.com)

“

In the crowded podcast landscape—mostly funny talk shows and true crime to see us through commutes—shows like “10% Happier” offer much-needed encouragement, often for free. **I valued the intimacy of having a person speak directly into my ears**, walking and talking me through ways to improve my life.

—*The Podcast Less Traveled* (WSJ.com)

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**Is podcasting the new radio?** The better question for those of us in the traditional radio industry actually is, “Are we using podcasting to extend our reach and engage the potential audience we might be missing on radio?”

—*Lee Ann Jackson from Podcasting: Is it the New Radio?*