

November 2019

Media Translator

Connecting your ministry to today's media platforms



Wise Guys

Listen in as these smart leaders school brands on best practices:

“**MARK RAMSEY:** And if your brand is an idea, then how you reach current and potential fans (not just “listeners”) and what content and services you provide to those fans are not and should not be limited to or even rooted in what happens over the air. What you do has to be relevant for every generation of fans using the bundle of media every generation favors. [More >>](#)”

“**FRED JACOBS:** If something big happens at a less-than-convenient hour on a weekend evening, is your station’s social media team ready? That was a test that 14 national brands faced during a recent episode of “Saturday Night Live.” How did these brands perform in this social media experiment? And how would your radio station fare? [More >>](#)”

“**MARK ROBER** (Former NASA engineer and YouTuber): What do all viral videos have in common? It has to create a visceral response. You need to shift something within the heart of the viewer. They need to feel something. So it needs to make you laugh. It needs to make you sad, curious, angry, amazed, shocked, inspired. You need to feel vindicated. For it to be remarkable, you need to be able to remark about it. [More >>](#)”

by the

N U M B E R S

AM vs. FM

IN THE U.S.:

4,601 AMs	<i>(Commercial)</i>
	6,728 FMs
	<i>(Non-Commercial)</i>
	4,122 FMs

TOP 3 FORMATS FOR EACH:

<i>News Talk</i>	<i>Country</i>
1,089	1,671
<i>Sports</i>	<i>Contemporary Christian</i>
549	1,130
<i>Country</i>	<i>Religion</i>
502	998

AND WE QUOTE: “While the AM dial may be regarded as radio’s less relevant, poor-sounding, interference-laden band, make no mistake it is hardly a wasteland.”

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New & Notable

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