

Media Translator

Connecting your ministry to today's media platforms



RADIO. IT'S ON!

“ There *has never been a more important moment* in the history of your career in Christian radio than this moment right now. ”
— @MarkRamsey in a tweet to Christian radio. [Here's more >>](#)

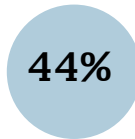
BY THE NUMBERS

From a Nielsen survey about radio listening and the COVID-19 outbreak (conducted March 20-22):

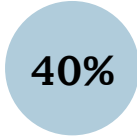
[See More>>](#)



Spend the same or more time with radio



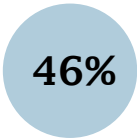
“Makes me feel less alone”



“Makes me feel less stressed”



Say their favorite radio hosts “makes me feel more informed about things I need to know”



Radio “helps me know about what stores are open and where I can shop”

Adds Not Ads:

Lately people are flocking to digital media.

[Advertisers are not >>](#)



The Right Way for Right Now:

“I believe that if you profile yourself more as a helping hand and not so much as a sales employee, you will get a lot in return.”

— Seth Godin [on how not to do marketing right now >>](#)



The Right Person for Right Now:

A museum security guard is put in charge of social media.

[People love him >>](#)

Zoom Zooms In:

Zoom's massive “overnight success” actually took nine years.

[Read about that, and then make your own Zoom virtual background >>](#)