

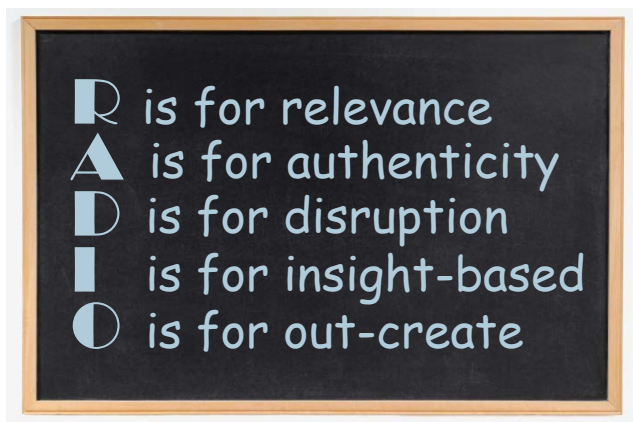
September 2020

# Media Translator

Connecting your ministry to today's media platforms



On August 20 we marked **National Radio Day**. How would you describe radio? Here's how [one marketing executive put it](#):



## Listener Insider:

- ▶ These [8 points about what influencer followers want and how they feel](#) is relevant for broadcasters right now.
- ▶ **Stress-relieving programming** is the latest trend in TV content creation. [Would these ideas work for radio?](#)

## The Long-Term Consequences of Work-From-Home on Morning Radio

Wondering about the value of that coveted morning time slot? Here are a few take-aways from two articles ([here](#) and [here](#)) we found insightful:

- ▶ Due to the pandemic, listeners are beginning their audio day **75 minutes later** than in pre-pandemic times.
- ▶ Some stations have **extended their morning show** by an hour.
- ▶ **Radio scored higher** than all other media options as a companion for those working from home to keep them company and even to replace the hum of a chatty office setting.
- ▶ So instead of thinking about talking to people “on the way to the job,” **think “already at the job.”**



## The Magnificent Seven – and YOU

Ask your co-workers to name tech's “**Magnificent Seven**” ([now worth \\$7.7 trillion](#)): Apple, Amazon, Microsoft, Alphabet (Google's owner), Facebook, Tesla, and Netflix. Two things to note this month:

- #1** Five of the seven have **smart speakers**. And nearly one in two people can't find the station they want on their smart speaker. The solution? [Educate your audience about voice skills.](#)
- #2** Apple (worth \$2 trillion of the \$7.7 trillion) just announced **Apple Music radio**. Read [what they say it is](#), then [what radio says it is](#).