

January 2021

Media Translator

Connecting your ministry to today's media platforms



Ambassador



REPORT CARD on RADIO ADS

The largest radio attribution study ever conducted shows **website traffic corresponds to heavy radio schedules**

The take-away: Heavy AM/FM radio schedules are twice as likely to report excellent results

The strategy: Quadruple the number of ads for only a 50% greater investment

[See how >>](#)

How to Win this Year with...

Twitter:

Hop on the trends

[\(the biggest tweet trends of 2020\)](#)

Make your campaign count

[\(the top 10 campaigns of 2020\)](#)



YouTube:

Work the algorithm

[\(6 questions answered\)](#)

Know the competition

[\(the top videos and creators of 2020\)](#)



DID YOU HEAR?

[Radio is part of a \\$250 million](#) vaccine education campaign

[Cyber Monday sales increased](#) by 15.1% over last year

[Netflix is changing its tune](#) on Nielsen ratings

["Nice White Parents"](#) was the biggest new podcast of 2020

Clorox, Band-Aid and M&Ms made what top 10 list?

- Most-purchased of 2020
- Top social media accounts of 2020
- Highest-ranking brands of 2020

[Get the answer >>](#)

Have you got the MONEY?

\$80,000 will get you [Apple's most expensive](#), top-of-the-line products (including the new AirPods Max).

Speaking of Apple, [remember the "I'm a PC" guy?](#)

Have you got the TIME?

Clear your entertainment calendar for the deluge of projects [announced by Disney](#) (including lots more of Star Wars and Marvel).

Speaking of Disney, [Radio Disney is shutting down.](#)