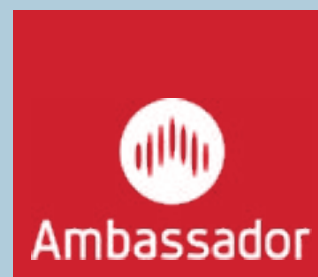


July 2021

Media Translator

Connecting your ministry to today's media platforms



SPOTLIGHT ON RADIO

LOOK AT IT GROW

"America is reopening and with that, consumers are returning to a life that looks more like it did before the pandemic, and that includes a return to radio. The May 2021 PPM survey saw yet another month of gains in radio listening across the aggregate of markets, with radio's weekly reach now at its highest levels since March 2020. In May 2021, radio's weekly reach surpassed 122 million weekly listeners. That's within two million of where it was before the lockdown precautions took effect last year." ([See what else is growing](#))

LOOK AT IT SHINE

"You don't feel a true connection to a medium if it's not live and in the moment. Streaming music, owned music, podcasts – all canned. They could have been recorded yesterday...or in 2019. You can pause and rewind them. Yes, they can be entertaining, and in the case of podcasts, even informative. But they aren't live. They aren't in real time. They aren't connected to anything remotely local or in real time. A great radio station stands for something – music, entertainment, personality, community spirit, service. These other audio media occupy time but lack a sense of belonging." ([Check out more from Fred Jacobs about how radio compares to others](#))

LOOK AT IT DIFFERENTLY

"This summer, SiriusXM will debut a dedicated TikTok Radio channel hosted by a mix of content creators, DJs and other tastemakers from the video-sharing app. TikTok Radio is 'sonically synched' to the main TikTok experience, per the release, emulating its signature 'For You' page of scrolling content." ([Read more about the collaboration](#))

It's SUMMER!

and time for ...

... Figuring out the very [best time to post](#) on social media



... Marveling at Elon Musk's plan for global [internet coverage](#)



... Refreshing your website with the latest [design trends](#)



... Trying your hand (or dance moves) on [TikTok](#)



... Putting aside \$6 million needed for next year's [Super Bowl ad](#)

GOT MAIL?

The average time spent reading an email is ...

- A) 47.5 seconds
- B) 13.4 seconds
- C) 11.82 seconds
- D) 7.5 seconds

Answer: C—[11.82 seconds](#)
(down from 13.4 seconds in 2018)

[Learn to optimize your font size, line spacing, colors and more >>](#)

GOT MONEY?

Perhaps the new go-to summer job will be ... *start a podcast!* At least, it's not a bad idea given projections that podcast revenue will accelerate to this amount by 2023 ...

- A) \$2 billion
- B) \$4 billion
- C) \$5.5 billion
- D) \$10 billion

Answer: A—\$2 billion
([it grew 19% to \\$842 million last year](#))

GOT SOCIAL?

In honor of Social Media Day, Lee Ann Jackson shares these 3 timely tips ([and click here for fascinating stats!](#)):

1. **Encourage:** Share a daily Bible verse and/or quote.
2. **Inform:** Follow the news and/or what's trending and speak to it from your social pages – from national to local news, from National Ice Cream Day to 4th of July fun facts. The key is to share timely content with your audience.
3. **Connect:** Set-up a Google Alert for each speaker/organization the station airs and share referenced articles, events, etc. on your social pages (with tags to corresponding speaker/ministry).