

October 2022

Media Translator

Connecting your ministry to today's media platforms



TUNE IN: Radio Business

- > A generational response to the question, "why do you listen to Christian radio?" Around 11,000 Gen Xers, Millennials and Baby Boomers were polled. The answers were encouraging; over 50% responded that it helps them to understand the Bible better, and 90% said Christian radio helped them in their spiritual growth. (Source: Finney Media)
- > Everything seems to have been affected by the past two years of the pandemic, even media usage and habits. Now more than ever **research and data** have become vital in learning your audience's new routines and preferences. Even more vital is knowing how to read and "cut" the data to see what it is truly saying.
- > A report from **Katz Radio Group** shows that 72% of business owners listen to AM/FM, and 59% subscribe to commercial-free audio services. Business owners are also 66% more likely to listen to radio during the week, and 96% more likely to listen on weekends. Therefore, **radio still remains the best place for advertisement.**
- > **"There's nothing quiet in radio."** You may have heard the new term **"quiet quitting."** It can either mean creating a stronger work-life balance, or simply refusing to do work outside of scheduled working hours. It's less of a refusal to do work and more of a rejection of the "hustle" culture. However, this mindset might not work in the radio business.

Numbers Game

- In 2020 radio was the **#1** trusted media source.
- **10** reasons why radio continues to be alive and well.
- **5,290,396** podcasts are on Spotify (as of August 2022).
- Podcasts ad revenue will triple to **\$6** billion in just 4 years.

MEDIA BITS

- Virtual events are becoming increasingly common even with people going back to the office. On-line events have many benefits, but can be tricky to do well. From encouraging people to sign up, sign on, and stay on, here are some **tips** to make your virtual event more successful.
- Color is a huge factor in successful marketing. Every major brand has their own color pallet linked to psychology to attract more of the right kind of consumer. Check out this **infographic** of some popular brands and their colors.

The Future is here?

You have probably seen the images and illustrations coming out of AI generators (check out these **AI generated paintings**). However, artists and companies alike have many reservations about this new technology. Recently, **Getty Images has begun banning the uploading and sales of AI generated images** or illustrations, mostly due to copyright infringements.

Get Social

- A guide to **understanding and using your Twitter social analytics**: what are they, how to access and why they can boost your social strategy.
- Infographic: **10 LinkedIn statistics** every marketer should know. LinkedIn has around 850 million users. Don't discredit this social channel!
- A **free webinar** from Sprout Social: How to Transform B2B Marketing with Personality and Emotion – With LinkedIn.
- YouTube may start introducing **monetized Shorts**, copying the platform of the uber popular social media app, TikTok.
- Instagram is testing a new **repost feature**, which previously could only be accomplished with a third-party app.
- Twitter is testing new **CTA buttons for business** and professional accounts. These button options include, Listen Now, Read Now and See Live.

It's the Holiday Season! (Soon)

- The holidays are right around the corner. Don't forget to "deck the halls" of your media marketing! Here are **8 marketing tips** to implement for your holiday season strategy.
- Radio plays "Santa" for advertisers with its clear and focused delivery to the right audience by using the **Media Audit's 49-Market Report** extensive data.