

March 2023

Media Translator

Connecting your ministry to today's media platforms



Radio Check ✓

- **Religious broadcasting remains high on the charts.** The Religion format, talk or preaching, ranks third in most stations in the country with Contemporary Christian (Christian music) ranking fourth. *Listeners are hungry for good news!*
- Contemporary Christian may not be ranked fourth for long. *Inside Radio's Format Counts* note that **Christian music stations added a net 21 stations in a year.** This is a far better trend than News/Talk saw, which lost 21 stations in a year.
- **Radio continues to dominate in-car listening** and in ad-supported listening among adults. With the continuing popularity of smart speakers integrated into cars, *this platform for radio will continue to grow.*
- These *listener stories* from Finney Media will inspire and give you the drive to keep creating authentic content. It should also motivate you to **make the time to "listen to your listener."** Find the *why* behind their tuning in.
- YouTube Music recently unveiled **a new tool called Radio Builder.** The feature allows users to *create their own "radio stations"* with detailed customization options.
- Similarly to YouTube's Radio Builder is *Spotify's new AI voice personality, DJ.* Although these tech advances may worry some, Jacobs Media Strategies encourages radio hosts to stay real. AI voices may sound convincing in passing but nothing **matches a genuine personal connection to your audience.**

Let's Get Social

- Meta is following in Twitter's footsteps with a *paid verification service*, for a monthly fee of \$14.99. In light of the impersonation issues of Twitter, Meta has outlined a rigorous authentication system including activity requirements and a government ID.
- Speaking of— Here is a *quick look at the differences between Twitter Blue and Meta Verified.*
- Pinterest is continuing to gain popularity and could even be beneficial to your health. A new study found that interaction with the more inspiring content of the app helped college students to beat stress and burnout. *What better time to integrate Pinterest into your social plans and inspire your audience!*

- Here are *38 key Pinterest facts* that you should be aware of in order to develop and implement a successful Pinterest strategy for your radio station.

Podcast News

Quick Stats

82 million Americans listened to podcasts in 2021
11hrs spent listening weekly 2021
73% listened on smartphones
59% listened at home
51% listeners paid attention to podcast ads more than any other media

YouTube + Podcasts

YouTube continues to invest in the podcast movement by adding a management option in the YouTube Studio. Soon, in addition to uploading and managing podcasts, creators will also be able to view analytics and insights.

Check Your Inbox

The average number of email opens per month in 2022 was 1.5 billion. That's an average of 490 million more email opens than there were in 2021. *What can you do to make your emails stand out* in your listener's busy inboxes? Try leaning into current design trends, change up the layout of your emails.

What's New in Tech

You've heard the names, you've read all the controversies, but how does it affect you? **Chatbots have truly exploded in popularity** overnight, with ChatGPT, Google's Bard, and Microsoft's Bing Chatbot writing themselves into the scene. *This article* highlights some pros and cons of each app, giving examples of **how marketers can take advantage of this new technology.**