

April 2023

Media Translator

Connecting your ministry to today's media platforms



Radio Check ✓

- ◆ How does radio use digital technology to reach a wider audience? Perhaps by thinking like a content company and re-imagining the content model. When the radio station becomes one of many content verticals, that is when the platform truly begins to shine. **Radio has the power to move the audience to the station's different media outlets**, directing listeners to an event, a podcast, or an app. [Jacobs Media]
- ◆ Jacobs Media has four words for radio in 2023: act like a neighbor. Boundary lines are no longer relevant with streaming; it doesn't matter where the host is. Today, many radio stations have also let go of their hometown marketing strategy. Here is why local matters: "Brands that speak the local 'language' and meaningfully contribute to local communities can earn lasting loyalty... **One of radio's primary advantages is its local feel.**" [Jacobs Media]
- ◆ The importance of listening to your listener – part 2 (check out part 1 in our March Media Translator). The biggest takeaway: stay curious about others and their activities. This provides insight and offers lifestyle pictures to paint on air. **Stations should ask themselves, "what are the top three things on my listeners' mind, and mine?"** Start your prep there and keep an open ear. [Finney Media]
- ◆ **Part three of Edison's series on the strengths of AM/FM:** Edison's Share of Ear study found that those 18 years and above spent 88% of their in-car listening to AM/FM radio and 12% of their time listening to ad-supported streaming. Outside of the car, those 18+ spend close to four times the amount of time with AM/FM radio as they do with ad-supported streaming audio. [Edison Research]

Check Your Inbox >>>

Google is the next company **integrating generative AI into its office products**. They will begin rolling out some features to select customers soon, beginning with writing functions in Google Docs and Gmail, **allowing users to generate entire documents or emails via AI software**.

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Is image blocking still something that email marketers should be concerned about? Images can still wreak havoc on your emails and deliverability even with tech advances. **The most important thing to keep in mind is to always design your emails to work even with image blocking.**

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Do you feel that your emails are getting lost in your listener's inbox clutter or even labeled as spam? When someone does open your email, do they click through? **Here are 23 tips for improving email open and clickthrough rates** that anyone can implement right away. A few highlights: clean up your contact list, add "alt text" to your images, and keep it brief.

Let's Get Social

- **A list of all 2023 social media sizes** for Snapchat, Instagram, LinkedIn and more. Including thumbnails, reels and cover photos. [Cheat Sheet]
- **5 tips to kick start your station's social strategy.** Make sure the content you create is useful and make your graphics bold, vibrant and eye-catching. [Infographic]
- **10 tips on how to get on the Instagram Explore Page** in 2023. Social media discovery is mostly driven by ad dollars, however, the Instagram Explore Page remains one of the final frontiers for organic reach. [Get Found]
- **30-day content plan.** Plan holiday content, share behind the scenes, answer FAQ, repost and more. [Start Planning]
- True or false: your social posts are for one use only. False! **Here are 7 reasons to reuse your content.** [Reuse, Recycle]

P.S. ...

Is all of this sounding like a foreign language? **Follow our Social Media Tip of the Week** from AAA's Social Media Manager (Lee Ann Jackson) by subscribing to our **A-List**.