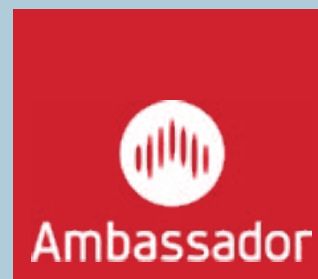


May 2023

Media Translator

Connecting your ministry to today's media platforms



Radio Check ✓

▶ What is a community manager and do you need one for your radio station?

Instead of considering your listeners as mere users or email subscribers, think about how they could transform into a community. A community is not simply a group with a "sense of community." It differs from an audience or social media followers in terms of connection, purpose, and relevance. A community is made up of individuals who come together for a shared objective. A community manager is the expert in charge of fostering that environment. [Seth Resler - Jacobs Media]

▶ In the past five years, more than a quarter of the time people spent listening to AM/FM radio was on Smart Speakers. **This underscores the significance of smart speakers to the AM/FM radio industry.** However, the "Share of Ear" report by Edison Research for Q4 2022 reveals that smart speaker ownership has slowed since Christmas 2020. Even so, radio is still the number one choice for ad-supported audio. [Radio Ink]

▶ **Radio and cars have traditionally been connected in consumers' minds, but the two industries haven't had much to do with each other.** However, a new trend appears to be emerging in recent months. Car companies are starting to make their own moves and do their own thing, instead of just following along with the industry trends. And it looks like this new attitude is causing some electric car makers to ditch AM radio from their dashboards. [Fred Jacobs - Jacobs Media]

▶ This just in! **The 2023 NAB Show in Las Vegas announced the winners of the fifth edition of the Product of the Year Awards.** These awards acknowledge innovative products and technologies presented in the Create, Connect, and Capitalize categories. By revolutionizing the content lifecycle at every stage, the awardees of the 2023 Product of the Year Awards have showcased their ability to assist storytellers in tackling present and future challenges. [Radio Ink]

▶ Read a summary from some of this year's NAB Show participants. [Link] ◀

Listen Up! (All About Audio)

• There is a common belief that radio has lost its listenership, fueled by the idea that newer media always outshine the older. But one should not jump to conclusions so quickly. Those in media should question this idea and actually look at the facts. By using data from Nielsen, Maru/Blue, and Edison Research, **eight of the biggest assumptions about AM/FM radio are able to be proven wrong.**

• **Having a distinctive audio identity is not a novel idea for radio, however, there is now a growing trend of companies venturing into the audio space.** In March, Sperry, a brand known for its boat shoes, unveiled a new sonic logo consisting of a combination of ocean sounds and an A major seventh chord played on an acoustic guitar. This new audio identity is eight seconds long and also has a shorter two-second version.

Let's Get Social

How often should you post on social? Social media sites are always changing things up, and what's working for you today could be outdated tomorrow. Check out this article for a breakdown of what each platform likes best. [Article]

If you're **looking to increase engagement on your social posts**, check out this infographic for some handy tips. Boosting your visuals or prompting your audience with a question could be all it takes. Determine what works best by experimenting with various strategies. [Infographic]

Elon Musk's Twitter continues to be surrounded in uncertainty. In April, Musk removed legacy checkmarks only allowing Twitter Blue subscribers to display blue badges. However, **Twitter has now given badges back to most accounts with over a million followers for free**, returning badges to around 10,000 popular accounts. [Article]

More . . .

AI copywriting tools have truly exploded on the scene and can be highly beneficial if used correctly. However, like any tool, the effectiveness is dependent on the user. Check out **these eight tools to optimize your efforts.**