

June 2023

# Media Translator

Connecting your ministry to today's media platforms



Ambassador

## Tune In: Radio and Audio News

☑ A bipartisan group of U.S. lawmakers has introduced **the AM for Every Vehicle Act**. It would require federal regulators to mandate the inclusion of AM radio in new vehicles without any additional charge. The Act would direct the National Highway Traffic Safety Administration to issue a rule requiring AM radio inclusion and the Government Accountability Office to study alternative communication systems' effectiveness in replicating AM radio's reach. [\[Radio Ink\]](#)

☑ The **Jacobs Media Techsurvey 2023, the largest survey in radio broadcasting**, involves 434 radio stations collecting over 30,000 surveys from listeners. This study provides valuable insights into the current media and radio landscape, examining how listener behaviors and routines have changed after COVID-19 and technological advancements. [\[Jacobs Media\]](#)

### The Numbers Are In!

#### Why Gen Z listens to radio:

- It's free - 85%
- Convenient in the car - 69%
- Part of a daily routine - 68%

[\[Edison Research\]](#)

#### Top 5 reasons listeners listen to Christian radio:

- The worship music - 93%
- It helps me worship God throughout the day - 91%
- Encouragement - 82%
- It helps me grow spiritually - 76%
- It is safe for me and my family to listen to - 67%

[\[Finney Media's Why Listen® 2023 Survey\]](#)

☑ Audio has consistently proven itself as an exceptional tool for building and elevating brands. **The undeniable reality is that audio holds sway across every stage of the marketing funnel**, influencing consumer behavior from the top down. With a remarkable ability to captivate 95% of the US population on a weekly basis, radio stands as an unrivaled powerhouse in generating brand awareness and leaving a lasting impression in the minds of consumers. [\[Audacy\]](#)

## Podcast Space

■ Many people listen to podcasts, but do they pay attention to the ads? Only 15% of listeners like podcast ads, while 50% don't mind them. This suggests that **podcast ads can engage target audiences effectively**, as there is little negative sentiment and ample positive feelings. The content and host of a podcast also affect how listeners feel about its advertisers. [\[Marketing Brew\]](#)

■ **According to Edison's latest Share of Ear® report, Americans are spending more time listening to podcasts than ever before.** Podcasts now account for nine percent of all audio consumption in the U.S. This growth follows a rebound in the number of weekly podcast listeners, with an estimated record-high of 89 million Americans currently tuning in. [\[Edison Research\]](#)

## Let's Get Social

### Are you trying to boost your station's online visibility?

Interested in discovering the most popular social media trends for the year 2023? Check out this infographic with the top 10 trends!

[\[10 Trends\]](#)

### Download Hubspots 2023 State of Marketing Report

which includes insightful data from thousands of marketers across the world. Everything from AI and Automation to the latest trends and future.

[\[Download\]](#)

**Creating content is crucial for building your station's brand** and connecting with listeners online. However, it can be overwhelming to consistently generate content. Follow this three-step system to capture ideas, create posts, and actually publish them.

[\[3 Steps\]](#)

## One More ...

### Can AI help revitalize the radio industry?

If your station feels like it is running on autopilot, AI could be a valuable tool for delivering information to listeners such as weather forecasts and sports scores. While localism and personalities are integral to radio, AI might be a powerful tool to add.

[\[AI and Radio\]](#)