

July 2023

Media Translator

Connecting your ministry to today's media platforms



Ambassador

Tune In: Radio News

- Remote work still remains a trend post-pandemic, bringing about a shift in in-car listening habits. **Adapting to the evolving landscape of work** and employment in the 2020s is possible, but requires asking important questions about the impact of these trends on listening preferences.
- Radio: "hot or not?" There are two sides to the story when it comes to broadcast radio. On one hand, there are optimistic viewpoints suggesting that radio is still relevant. On the other, there are some that signal its potential decline. **Fred Jacobs explores a few instances in the realm of radio giving them a "hot or not" rating.** These include a radio purse, a Netflix cameo, and a high-end speaker.
- **AM Radio is staging a comeback** after being removed from Tesla and other EVs. Over 50 House members have backed the AM Radio for Every Vehicle Act, which would require new cars and trucks to receive AM broadcast signals. The bill directs regulators to ensure automakers provide AM radio at no extra charge.
- AARP recently supported the bipartisan AM Radio for Every Vehicle Act, highlighting **the vital role of AM radio for older Americans' safety.** Bill Sweeney, AARP Senior VP, emphasized that people aged 50 and older represent the largest group of AM radio listeners, yet they are particularly at risk during disasters, thus it is essential to provide multiple communication channels in emergencies.
- In the past, "radio" referred to both the device and the sounds it produced. However, with the emergence of streaming and smartphones, radio listening has evolved, and it is important to make that distinction. According to **Edison's Share of Ear® study**, 86% of individuals aged 13+ still listen to radio on a traditional device, while 14% use other devices.

Just Two More . . .

- "Dead Air," an aspect normally condemned, can actually be a positive tool in communication. Randy Lane from Radio Ink lays out **six effective strategies for utilizing the pause** to enhance listener connection.
- So often the media we consume is filled with negative and painful narratives. This article from Finney Media is **a reminder that your listeners love and embrace uplifting stories** and can find solace and joy in them.

Let's Get Social

There is an abundance of untapped potential on Pinterest. It is rapidly expanding, offering new ways to connect and engage with your audience. It's time to hop on the trend and **see what the platform can do for your radio station!**



22 Types of Content You Should Create to Reach Your Audience
[Infographic]

Meta's upcoming Twitter alternative is on its way. The **app** will feature a feed of text, similar to a direct message with the added option to include photos and videos. Users will use both your Instagram login credentials, and your Instagram ID.



10 Proven Strategies for Effective Social Media Growth
[Infographic]

The Future of Email?

This blog post explores how you can effectively utilize AI in your email communications while being mindful of how to tackle the significant concerns arising from these new technologies.

[Blog]