

August 2023

# Media Translator

Connecting your ministry to today's media platforms



Ambassador

## Tune In: Radio News

- A recent survey revealed that **AM/FM radio remains the dominate choice for in-car listening**. Out of more than 2,900 car owners surveyed, a significant number stated that radio is an essential component of the driving experience, emphasizing its lasting appeal. [ [Radio World](#) ]
- As everything in life is subject to change, so are radio stations. With either changing ownership or downsizing in staff or location, managing station archives becomes a significant challenge. Fred Jacobs asks a crucial question, "**How safe are your radio station's archives?**" [ [Jacobs Media](#) ]
- Nielsen reports that **radio continues to dominate audio reach**. The medium reaches an impressive 91.5% of the US population (18+) each month. Additionally, 68% of daily time spent listening on ad-supported audio by US adults is spent on radio. [ [Inside Radio](#) ]
- New research by an Advertiser Perceptions study found that **American consumers spend 15% of their daily media time with AM/FM radio**, which is 40% higher than what media decision-makers had estimated at 7%. [ [Radio Ink](#) ]

The Nielsen Fall 2022 survey released **powerful support for the value of AM in-car radio**:

- 82,346,800 monthly AM radio U.S. listeners
- One out of three U.S. AM/FM radio listeners are reached monthly by AM radio
- 57% of the AM radio audience listens to News/Talk stations

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**Several large media companies have decided to abandon the use of WeTransfer, FTP, and shipping hard drives.** Why? These traditional methods are often slow, unreliable and susceptible to security risks. Instead, these companies are embracing SaaS solutions. If you want to learn more about this transition for your radio station, you can [download "The Big Files, Big Challenges" guide](#).

## Let's Get Social

### Curious about the Twitter re-brand?

Wondering how it impacts your strategy and how long the updates will take to implement? Here's a brief guide into some key questions about this upcoming change.

[ [What's In a Name?](#) ]

**Pinterest is testing a new system that will analyze your emails** to understand your interests. This system will review an email account linked to a Pinterest profile and use these insights to provide personalized content that align with the user's interests.

[ [TMI?](#) ]

We thought this might be helpful...

LinkedIn serves as a valuable resource for **connecting with listeners** and peers within the radio industry. Use this "[What to Post On LinkedIn: 12 Ideas + Free Post Generator](#)" from Hootsuite and get connecting!

Discover the insights on email marketing design data, trends, and best practices for your radio station. This [comprehensive report](#) dives into the anatomy of emails, and the components that make a successful email.