

October 2023

# Media Translator

Connecting your ministry to today's media platforms



## Tune In: Radio News

From Edison Research's latest insight, **newer cars equals more listening**. People who drive or ride in cars from 2010 and earlier spend just 5% of their daily in-car listening time on SiriusXM. In contrast, those with cars from 2019 and later spend over 22%. Newer vehicles often offer a complimentary SiriusXM trial as well. [\[Edison Research\]](#)

In our screen focused world, the technology for in-car dashboard messaging is continually advancing. It's a fact that the dashboard space, once exclusively occupied by traditional radio, is now being shared by a variety of media. As a result, **the way your station looks on these dashboards now becomes a vital element of marketing**. [\[Jacobs Media\]](#)

**An encouraging article from Fred Jacobs!** In a time when more and more individuals are turning their attention inward, focusing on their homes and families, Christian radio is delivering much more than mere information or entertainment. Its faith-centric content, educational elements, and uplifting programs are fulfilling a significant demand for a growing audience. The world is noticing, keep up the good work! [\[Jacobs Media\]](#)

Understanding and showcasing your market is key. This article from Radio Ink gives **techniques to analyze your market and highlight your station's impact**. Focus on emphasizing listening time, audience diversity, and describe lifestyles and leisure activities. [\[Radio Ink\]](#)

### Let's Get Social

Need to say more? X (Twitter) is testing an Expanded Profile Bio Section to give you the space you need!

[\[Read More\]](#)

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The 4 most effective types of social media content. Ideas include how-to's, memes and testimonials.

[\[Download Infographic\]](#)

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The dynamics of social media usage are continually evolving, with shifts occurring at varying paces—some subtly, taking time to become apparent, while others happen swiftly, becoming the standard. LinkedIn is still increasing in popularity and the new name of X is, surprise, not gaining traction.

[\[3 Important Trends\]](#)

### Pop Quiz!

How many potential renderings can a single email have?

300,000

For example, a printed campaign has one rendering, everyone sees the same result. However, factors such as screen sizes, email service providers, and operating systems can all affect how your contacts see your emails.

[Learn more about rendering here!](#)

### Marketing Know-How

Is it time to rethink your current marketing strategy?

It's essential to create a plan tailored to your station's specific requirements and objectives. To determine whether it's time for a change, [check out these 10 things you might be doing now that show it's time for change](#).

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Download the [2023 State of Deliverability](#) for, best practices, insights on blocklists and more for your email campaigns.