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# Media Translator

Connecting your ministry to today's media platforms



Ambassador

## Tune In: Radio News

- Summer may be over, but radio's "primetime listening season" has just begun. People are returning from vacations, going back to school, and assuming regular routines, including their audio consumption. According to Nielsen data, peak radio listening months are October and November, followed closely by September and May. [ [Inside Radio](#) ]
- Retired media journalist Katy Bachman shares how the importance of AM/FM radio was personally highlighted for her as she was trapped by the Maui fires. Having only the radio in her car as a source of information, she stresses the need to keep AM/FM not only in vehicles, but to consider adding them as essential parts of disaster preparedness kits, to public places and your home. [ [Inside Radio](#) ]
- TV is a promising new frontier for radio. Traditional radios are fading out, replaced by web, mobile, and smart speakers. Smart TVs are also on the rise, with three in four owners using them for non-TV purposes. This presents an opportunity for radio broadcasters to tap into this trend. [ [Jacobs Media](#) ]

### Total daily audio time of the U.S. pop 13+

AM/FM 36% | Streaming 18% | Youtube 14%  
Owned Music 7% | SiriusXM 8% | Podcasts 10%  
TV music 3% | Audiobooks 3% | Other 1%  
[ [Edison Share of Ear Insights](#) ]

### Christian Radio Trends, Listening is Up!

How often listeners tune-in to their favorite Ministry Program(s)?  
2021: Frequently 32% | Occasionally 31%  
2023: Frequently 36% | Occasionally 33%  
[ [Salem Media Group](#) ]

### Key facts about radio listening in the U.S.

Eight in ten Americans (12+) listen to broadcast radio weekly.  
Nearly half (47%) of U.S. adults saying they get news from radio.  
[ [Pew Research Center](#) ]

## Let's Get Social

- > X (Twitter) is working on a new option that would enable subscribers to opt into personal email sharing. This would provide you with an opportunity to build an email list directly from those who subscribe to your station's X account. [ [Social Media Today](#) ]
- > Get the report from Sprout Social: **The 2023 State of Social Media**. Nearly all business leaders (90%!) agree their company's success will depend on how effectively it can use social media data and insights to inform business strategy. Where will socials take your station?  
[ [Sprout Social](#) ]
- > Download this infographic comparing Threads and X. Threads started out strong but quickly lost popularity. The two apps have the same text-based approach so what is causing the discrepancy?  
[ [Social Media Today](#) ]
- > Tips and tools for Social CRM from Hootsuite. Utilize social customer relationship management (CRM) to boost your connections on your station's social platforms.  
[ [Hootsuite](#) ]