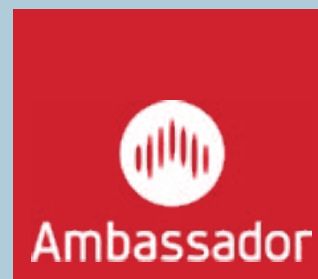


November 2023

Media Translator

Connecting your ministry to today's media platforms



Tune In: Radio News

While the 18-34 viewership of television keeps declining, **radio remains steadfast**. A year after AM/FM audiences aged 18-34 outstripped their TV counterparts, radio continues to defy long-held forecasts. **The latest information from Nielsen's Q2 2023 Total Audience Report underscores the medium's ability to withstand competition** from both traditional and digital sources. AM/FM radio reaches a weekly audience of 81% in the 18-49 age group, which is notably higher than television's 61% reach.

Radio pros know why the podcasting landscape is changing. **Understanding audience preferences is essential, and for many podcasters they may be missing this important piece of information.** The podcasting world is undergoing a significant transformation, where thorough research can make a difference for those who take advantage.

Nielsen has shown that **high powered audio ads are the most important factors in influencing consumer behavior and boosting sales.** In a recent article by Audacy, experts in radio commercial development have shared five "cheat codes" to create truly outstanding ads. Check out this **summary from Inside Radio** and start creating!

Now more than ever listeners have a plethora of options for how they receive content in their car, yet according to Edison Research, people still overwhelmingly choose AM/FM. **The study shows that listeners who have Apple CarPlay or Android Auto spend 46% of their time listening to AM/FM**, which is only 27% less than those who do not have either of those services.

Finney Media's Top Five Reasons Listeners Listen (To Christian Radio)

They like the worshipful Christian music — 93%

It helps them worship God throughout the day — 91%

They want to be encouraged — 82%

It helps them grow spiritually — 76%

It's safe for them and their family to listen to — 67%

Let's Get Social

Meta is considering starting a \$14 per month charge for an ad-free Facebook. This move is in response to the EU's stricter data privacy regulations, which limit personalized ads. In a nutshell, Meta is concerned that untargeted ads will detract from the user experience, not to mention revenue, thus the monthly charge.

Instagram is currently in the testing phase for **a fresh feature called the "Nearby" feed for Stories.** This feature aims to showcase public content from nearby users and businesses. The key advantage of this feed for your radio station is its potential to connect with your local audience in a new and personal way.

A strong social media caption can help you engage your audience and boost engagement. In this blog, Later's social team gives valuable tips. Keep it simple: summarize your content effectively without overthinking.

Marketing for your Station

Making small changes to your end of year, specifically December, communications can have a significant impact on your digital fundraising results. Douglas Shaw & Associates, in their Year End Digital Fundraising Guide, found that for most organizations, 30% of their annual income comes in the month of December. **Sign up to receive the full guide and learn the ways you can optimize your year's end efforts.**