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Media Translator

Connecting your ministry to today's media platforms



Tune In: Audio

When it comes to radio ads, less may be more. A study from UK analytics firm Colourtext found that **reducing audio copy by just 10 words improves web traffic by .25% and the listener stand-out score by 1%**. What's more, the study showed that an extra 24 words could lower the response by 27%. Focus on your message, be concise, and don't be afraid of silence! [\[Westwood One\]](#)

Jacobs Media Techsurvey 2023 reports that **nearly half of radio listeners say the main reason they tune-in to their favorite radio station is companionship**. With loneliness on the rise, people are turning to different forms of connection, including radio, and AI personalities are just not cutting it. AI can't compete with the warmth and local awareness a human host can. The stations that utilize AI may not be completely failing, but they are missing opportunities to connect with the local audience and create return listeners or donors. [\[Jacobs Media\]](#)

Despite the fact that radio might not seem like a prime place for small business scams, **this article from Radio Matters outlines several kinds of scams and provides advice on how to prevent them**. The most common ones are discount offers, fake invoices, and overpayment scams. Don't be a victim, research these scams and be on the lookout! [\[Radio Matters\]](#)

The World Federation of Advertisers and Ebiquity's annual survey shows that **15% of mega-advertisers are planning to increase their radio budgets in 2024**. This optimism is shown in advertiser's digital audio ad budget as well. [\[Inside Radio\]](#)

More and more people are listening to spoken word audio at home, and time spent with radio and podcasts are now fairly evenly split, 41% AM/FM and 40% podcasts. A decade ago, AM/FM was taking up 79% of spoken word listening, with podcasts at only 13%. However, **AM/FM radio is still dominating in-car listening**, taking up 60% of the share. [\[Inside Radio\]](#)

Bonus: Podcast Trends

The Top 50 Podcasts in the U.S. Q3 2023 from Edison Podcast Metrics.

The top four shows in Q3 remain unchanged in rank from Q2 while two pods significantly dropped out of the top 10. [\[Edison Research\]](#)

Marketing Matters

- You spend your valuable time crafting and planning your business's emails only to realize, your audience isn't opening them. This [infographic](#) lays out **5 of the best practices to get your emails opened and read**.
- **Interested in boosting your station's social media presence?** Try starting with an audit. If you dig deep into performance metrics and reevaluate your objectives, you may even discover new opportunities to engage with your local audience. P.S. Unsure where to start? [Use this guide from SproutSocial!](#)

Social News

What is a dollar worth?

In an attempt to counteract bot users, Elon Musk is **considering charging all users \$1 to use X**. Without paying, new users would only be able to read posts. 80% of regular users never publish or interact, however if your organization isn't check-marked verified, you may need to prepare for the extra charge.