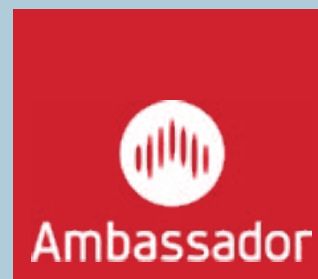


February 2024

Media Translator

Connecting your ministry to today's media platforms



Tune In: Radio

It's never too late to start your New Year's resolutions! This article from Radio Ink highlights several that could make a huge impact for your organization. Aim to enhance the listening experience for the audience, make it better without compromise. Complaining is out; adapting, adjusting, and bringing solutions is in. **Above all, rediscover the joy in media involvement!** [\[Radio Ink\]](#)

Edison Research's Share of Ear study revealed that in 2023, U.S. **listeners spent an average of four hours and 11 minutes daily on audio content**, despite competition from video and changing entertainment habits. Let this be an encouragement to continue to invest in audio! [\[Edison Research\]](#)

Some good news for radio from Fred Jacobs: **AM/FM radio continues to be resilient against digital competition** and holds its ground far better than other media facing storms. The key to withstanding changes? Prioritize personality, local service, and community engagement. [\[Jacobs Media\]](#)

More people are heading back to their daily commutes, and the audiences for outdoor media, including billboards, digital signs, AM/FM radio, and SiriusXM, have gone back to pre-pandemic levels. Recent surveys indicate that 94% of regular Americans are now commuting to work, up from 87% last year. [\[Inside Radio\]](#)

Radio and Technology

Around 72% of radio listeners find technology beneficial but 64% worry about privacy with smart devices and 80% of listeners want transparent data usage. **Be mindful of these concerns and focus on trust and building awareness** to stand out as a valued and personal medium. [\[Radio Matters\]](#)

Despite the occasional prediction that mobile apps will fade away, it seems as though they and smartphones are here to stay. Accepting the shift to a digital world, and encouraging app usage is the best way to **make sure that your organization stays relevant in the minds of your listeners.** [\[Jacobs Media\]](#)

Marketing Matters

Do You Copy?

Recognizing mediocre copy is easy. Why? Because ineffective copy lacks readability, influence and calls to action. This article outlines **11 expert tips on how to write effective copy.**

High Five!

Media trends are always changing and so should your strategies. Check out these **five key trends to consider in marketing and promotional efforts for the year 2024.**

For Christian teaching and talk, **radio is #1.**

[\[Harker Bos Group Christian Teaching and Talk 2023 Listener survey for Salem Media\]](#)

Get Social

Want to **up your social media game in 2024?** Brush up on the basics and keep your focus on the things that really get people engaged on social media. Check out these do's and don'ts for your strategy. [\[Up Your Game\]](#)

Social media algorithms, including those on LinkedIn, now consider everything in a post – text, pictures, your history – not just hashtags. **While relevant hashtags can still be helpful for post visibility, it's unclear if adding them is necessary** for your LinkedIn account. [\[#HashtagOrNotToHashtag?\]](#)

Your LinkedIn page serves as the digital face of your organization, allowing your listeners to familiarize themselves with who your company is as a whole. **This guide provides insights into the effective creation and utilization of LinkedIn company pages.** [\[Lookin' Good\]](#)