

April 2024

Media Translator

Connecting your ministry to today's media platforms



Ambassador

Tune In: Radio

- According to Nielsen, "**Radio Is America's Number One Mass Reach Medium.**" In 2023, Nielsen reported that AM/FM radio surpassed TV in total audience, especially among 18-49-year-olds. Despite similar daily engagement, TV's appeal in this demographic declined since 2018. [\[Radio Ink\]](#)
- In the early 90's vinyl records were near extinct, sales plummeted and seemingly wouldn't resurface. That wasn't so. According to economic consulting firm Camoin Associates, vinyl surpassed CD sales over two years ago. There are **six important reasons why vinyl made its comeback that radio could also take advantage of.** [\[Jacobs Media\]](#)
- Edison Research's Share of Ear report reveals that just 5% of Americans tune into ad-supported Spotify daily, with an encouraging **64% favoring AM/FM radio.** Advertisers tend to overestimate Spotify/Pandora audiences and underestimate radio's impact. It's time for advertisers to embrace the enduring traditional radio alongside rising trends. [\[Radio Ink\]](#)
- Nielsen's Q3 2023 Total Audience Report highlights **the strong appeal of AM/FM radio over TV among those 18 and over.** With an impressive 84% reach, AM/FM takes the lead, especially among ages 18-49, reaching 81% compared to TV's 58%. Be encouraged and embrace these trends! [\[Inside Radio\]](#)
- With so many media options, your organization will thrive with varied strategies. **Radio, when paired with other media, enhances awareness and listener loyalty.** Surprisingly, with just a small amount of radio coverage, marketing efforts can double in effectiveness, making radio a powerful and budget-friendly tool. [\[Radio Matters\]](#)

In Your Inbox

- ✉ **300,000. That's how many ways your email could be displayed to your listeners.** Many components contribute to this including, browsers, devices, even personal settings, and those are the things you can't control. What about the factors you can? This [article](#) lists five of the most common email mistakes and how to avoid them.
- ✉ Speaking of email mistakes... what do you do when those inevitably happen? We're all human after all (unless you've embraced an AI marketer)! [Here](#) are **three ways to "survive (and learn from) email marketing mistakes."**
- ✉ Boost your email marketing game by tapping into customer data, segmenting campaigns, and creating tailored content for your audience. This [video](#) from Northwoods' digital marketing, highlights **the magic of personalized email marketing in 2024.**

The Latest on AI —

Still curious about AI? Here are **11 AI marketing tools** your team should be using in 2024.

Get Social

Want to supercharge your Facebook? Check out these **8 tips to increase engagement** on your page. [\[Need a Boost?\]](#)

TikTok is one of the most popular and controversial social platforms in the current media sphere. **Although the app may be helpful to your organization, it might be too late** as a US ban is most likely soon to come. [\[Times Up\]](#)

Speaking of... TikTok is developing the app "**TikTok Photos**" to compete with Instagram, offering marketers new ways to reach their audience and diversify its platform offerings. [\[New on the Scene\]](#)

Instagram's latest update lets you comment on **individual carousel images** by mentioning the image number. This will hopefully decrease confusion and increase engagement on posts with multiple images. [\[Leave Your Comments\]](#)

Exciting news for Instagram users! **File-sharing is coming soon to direct messages.** Meta's goal is to make integrations through different apps more streamlined. Stay tuned for this update! [\[Let's Share\]](#)