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Media Translator

Connecting your ministry to today's media platforms



Ambassador

Tune In: Radio

- A recent study by Point-To-Point Marketing and Strategic Solutions Research found that listeners are tuning in to local radio more frequently since the pandemic. **The study reveals that despite an array of entertainment options, radio's simplicity remains a key factor driving increased usage**, especially among full-time workers who commute. In the car, radio maintains a significant lead over digital streaming platforms like Spotify, while at home, broadcast radio faces greater competition. [\[Radio Insight\]](#)
- In times of crisis, the role of mass media, particularly radio, in shaping and responding to collective emotions becomes paramount. Radio's influence extends beyond genre classifications, as programs often reflect mood and emotional resonance rather than strict format boundaries. **By tapping into the emotional pulse of their audience, radio programmers have the opportunity to provide an "emotional rescue" during challenging times**, offering solace and connection when it's needed most. [\[Jacobs Media\]](#)
- The NAB event echoed with uncertainty, yet amid discussions of AI and political impact, **Christian radio's surprising surge dominated**. Fueled by emotionally resonant messaging and a clear mission, this success story highlights the genre's authenticity and stability. While other formats grapple with challenges, Christian radio offers inspiration and community, setting a new standard for broadcasting resilience. [\[Jacobs Media\]](#)

- Get Social -

You may get a notification of your screen time every week, but have you ever wondered **which country has the largest average screen time?** What about the average social media usage? Check out this fascinating infographic! [\[Time and Time Again\]](#)

LinkedIn is testing **Premium Company Pages for businesses**, offering custom Call To Action buttons, visitor insights, AI post assistance, and auto-invitations starting at \$99/month. While potentially useful, some of the features may not be necessary. [\[Worth It?\]](#)

Posting on your social media channels is more than scheduling a post or two. **To build a connection with your followers you need to curate the content that they want to see and engage with.** Get Hootsuite's Beginners Guide to Content Curation in 2024 and start building your page! [\[Create and Curate!\]](#)

You're busy, your team is busy, and sometimes managing your social media channels takes the back-burner. Not to worry though as there are plenty of automation tools at your disposal that can post, schedule, and even engage for you. Check out these **"7 effective social media automation tools** to use in 2024." [\[Too Busy?\]](#)

Marketing Matters

Our world, digital and physical, is fast-paced, and your business's marketing needs to be able to keep up. You need to be able to follow trends, keep up with privacy policies and learn the latest tools. Wondering where to start? Check out these **43 marketing resources compiled for anyone with marketing needs.**

Mini-games, VR experiences, short-form videos. This is the future of email marketing in 2024. While some of the trends may seem over-the-top for your organization, these elements will continue to become a part of your listener's lives. There are, however, more **convenient trends to utilize that will help boost your organization's email marketing.**

Attention Please!

It's no secret that the extremely popular short-form videos can be highly addicting. You may utilize these apps to promote your organization, or you may be one of the thousands who can't seem to scroll enough. But why is that? **Why can we sit for hours watching one video snippet after the next?** The answer ... gradually shortening attention spans.