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Media Translator

Connecting your ministry to today's media platforms



Ambassador

Tune In: Radio

- **Legislating AM Radio in Modern Vehicles**

The prospects for mandating AM radio in cars gets brighter due to legislators showing support for the measure against weak oppositional arguments and half-cranked measures. Champions of AM radio stress its life-saving role in emergencies, as well as the unmatched local diversity of AM programming found nowhere else. The act then gained a supermajority of backing in the US Senate, staving off the possibility of a filibuster. **Support for this legislation is fueling hopes for a future where AM radio remains a staple in the evolving world of car tech.** [Jacobs Media]

- **Radio Insights into Listener Engagement**

While Americans use radio throughout their day in many different settings, **most listening happens outside of the home during daylight hours.** And in the car, more than 80% of ad-supported audio time goes to radio. With radio offerings that spread news, culture, music, comedy, sports talk, companionship and, of course, faith-based content—there are meaningful ways to reach every corner of the population. [Nielsen]

- **The Evolving Landscape of Radio Programming**

Over the past year religious radio formats made significant strides, moving closer to country music in station count. **Both of the biggest gaining formats year over year are religious formats;** religious teaching formats gained 30 stations while contemporary christian music gained 27 additional stations. This growth has brought big gains, reflecting a growing demand for faith-based content and the potential for your organization to inspire and connect with audiences on a larger scale. [Inside Radio]

- **Five Essential Improvements for Dynamic Radio**

Elevate your organization's broadcasts with these valuable program upgrades: start segments with compelling intros, eliminate filler words, maintain focus, avoid repetition, and ensure smooth communication using mic order and non-verbal cues. While this advice is intended for a secular setting, ministry broadcasters can use **these insights to create a captivating and polished program, increasing listener engagement.** [Radio Ink]

Get Social

Master social media platforms with Insights from this infographic! Dive in to this in-depth analysis on creating perfect posts for LinkedIn, Instagram, and Facebook. Maximize your social media mastery! [Posting Strategy Insights]

To excel in content creation, one must blend analytical thinking, creative intuition, and technical know-how. This infographic highlights 13 **essential principles vital for creating engaging content** that resonates with audiences. [Sharpen Your Skills]

Boost your Instagram strategy by reposting user-generated content on Instagram! The best practices shared make the reposting process easier, ensuring your brand remains consistent and engaging. [Tips for Reposts]

This new report identifies the **best time and days to post** for peak engagement! Surprisingly, timing varies across different social media platforms. Read this article to leverage insights to optimize your organization's social strategy. [Maximize Your Engagement]

Consistency in social media is key to building trust. This article will help you create a social media style guide, covering everything from tone to visual style, ensuring all your content has one voice. [Unify Your Content]

Marketing Matters

Explore AI's Potential

Discover the exciting possibilities of AI in marketing with insights from top experts. Learn how AI can streamline customer service, personalize interactions, and enrich brand storytelling. Whether you're new to AI or an expert, these sessions offer valuable insights for marketers of all kinds. [Marketing Brew]

Revitalize Your Email Campaigns

Transform underperforming email campaigns with these five essential optimization steps: use analytics for insights, experiment with subject lines, personalize content, add interactive features, and refine your email design. These strategies will transform your email marketing efforts. [Dispatch]