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Media Translator

Connecting your ministry to today's media platforms



Ambassador

Tune In: Radio

• Radio's Resilience and Reach

Radio continues to be a powerful medium, reaching 91% of Americans aged 25-54 weekly, including those heavily engaged with TV and the internet. These findings underscore that wherever your listeners are — at home, work, or in the car — **radio remains an essential companion**. Read the full article for deeper insights and data. [\[Inside Radio\]](#)

• Engaging Millennials with Radio

Millennials, now the largest generation, have a unique affinity for radio, with 62% tuning in weekly. They appreciate nostalgic branding and social causes, making them responsive to tailored radio content. Radio's ability to evoke emotion and connect with listeners makes it a powerful tool for reaching this demographic. **Discover how your ministry can use radio to connect with millennials** and enhance your outreach efforts. [\[Radio Matters\]](#)

• Connecting with Light Media Users

Radio's significant reach among those less engaged with TV and online media **underscores radio's versatility and importance**. From delivering uplifting messages to providing companionship, radio remains a trusted connection. Explore how leveraging this enduring medium can amplify your ministry's message and broaden your audience, ensuring you connect with more hearts and minds. [\[Radio Ink\]](#)

• Radio Still Rules the Road

Traditional radio remains a top choice for in-car entertainment, with 70% of consumers tuning in. Despite the rise in video and gaming in the car dashboard, radio's ease and broad content appeal keep it dominant. This data underscores the importance for your ministry to maintain robust and engaging broadcasts that connect with listeners on the go. Dive into the full report for more details! [\[Radio Ink\]](#)

Marketing Matters

7 Ways to Grow Your Email List

Increasing your ministry's reach means growing your email list, which is a direct line of contact to reach people who need to hear the Word. Despite being geared for secular applications, this article has actionable insights and tips on how to increase ministry impact by building and leveraging your email list. [\[Hubspot\]](#)

Building Trust in Marketing

In today's digital age, building trust with your audience is paramount. Transparency in your ministry's values, prompt responses to audience inquiries, and consistency across platforms are **key factors in building trust**. Discover how leading secular brands achieve this and apply these insights to your ministry marketing strategy. [\[Sprout Social\]](#)

Get Social

Adam Mosseri, Instagram's Chief, shares **insights on post reach factors, video impact, and algorithm strategies**. Read the interview summary to leverage data-driven techniques and take your IG strategy to the next level! [\[Upgrade Strategy\]](#)

Understanding **social media security is vital for protecting your ministry's presence**.

Learn about the latest risks and discover best practices to keep your accounts safe and your mission thriving. [\[Boost Security\]](#)

YouTube's **new thumbnail A/B testing feature** presents an exciting opportunity to experiment with visuals and enhance engagement. Learn how to discover what thumbnails work best for your ministry! [\[Enhance Impact\]](#)

Social media has replaced traditional contact methods.

Listeners turn to social media for updates, praise, questions and complaints. Uncover **eight ways that listeners interact with your ministry's social media**. [\[Boost Engagement\]](#)

Learn to manage multiple Instagram accounts to cater to different listener groups.

Create unique content strategies, use content calendars, and track analytics. Effective management ensures your ministry's message resonates with every audience. [\[Improve Impact\]](#)