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Media Translator

Connecting your ministry to today's media platforms



Ambassador

Tune In: Radio

• **Trust in Radio Bridges Political Divides**

Amid concerns about media misinformation, a new study reveals that **radio is the most trusted medium across political affiliations**, with 80% of voters considering it trustworthy. Ministries can be encouraged that their broadcasting efforts continue to resonate deeply and broadly with listeners across all walks of life. Discover more in the full study. [\[Radio Ink\]](#)

• **Christian Leader Recognized in Radio**

David Santrella, CEO of Salem Media Group, will be honored with the 2024 National Radio Award at the NAB Show in New York. **This honor is significant as it celebrates a believer's nearly 40-year impact on the radio industry**, particularly in expanding digital platforms while upholding Christian principles. Read the article to learn more about this noteworthy achievement. [\[Editor & Publisher\]](#)

• **Strategic Lessons in Radio from the DNC**

Key insights from the DNC Convention underscore **the significance of strong leadership, strategic content, and the evolving role of social media**. These elements mirror the radio industry, where the personality of program directors significantly influences a station's atmosphere. Explore how these strategies can ensure ministry broadcasts are both dynamic and meaningful! [\[Jacobs Media\]](#)

• **Radio's Role in Critical Moments**

On July 13, local news radio experienced a significant surge in listeners during the assassination attempt on President Trump, reaffirming its role as a trusted source. The dramatic increase in listenership highlights **radio's critical role in delivering trustworthy, real-time updates**. Local news radio continues to be a reliable source, fostering deep community connections. Discover why local radio remains indispensable in critical times! [\[Audacy\]](#)

— Get Social —

Instagram's new update **emphasizes views as the primary metric**, urging creators to focus on reach rather than follower counts. This reflects a shift in user engagement driven by algorithmic recommendations, offering ministries a new way to measure impact. [\[Gain Insights\]](#)

A successful social media campaign might boost visibility, but it won't guarantee success if your ministry isn't prepared. This article breaks down **key elements of a winning strategy**, ensuring your campaigns reach the right audience and fulfill their purpose. [\[Prepare Wisely\]](#)

Visual content is key to capturing attention on social media. Ministries can benefit from creating content with strong thumbnails, cohesive color schemes, and accessible designs. Quality visuals not only attract but also engage viewers. [\[Discover More\]](#)

Social media intelligence provides radio ministries with **the tools to turn audience feedback into actionable strategies**. This approach can enhance listener engagement and program effectiveness, keeping your ministry impactful. [\[Learn How\]](#)

Accessibility in social media is crucial for reaching all your audience members, including those with disabilities. These 9 Practices, like adding captions and alt text, can significantly boost engagement and inclusivity. Embrace accessibility to expand your reach! [\[Get Inclusive\]](#)

Marketing Matters

Connecting Through Authentic Marketing

Marketing has evolved from selling products to creating genuine connections. This means putting **authenticity and human-first approaches at the heart of content creation**. Check out the Infographic to leverage these trends to foster deeper listener relationships. [\[Social Media Today\]](#)

Lessons from Email Success Stories

See how leading brands use clever design and audience-focused content to craft impactful emails. Whether it's engaging visuals or personalized messaging, these **secular examples offer practical insights that ministries can leverage** to make email outreach more effective. [\[Simplilearn\]](#)