

November 2024

# Media Translator

Connecting your ministry to today's media platforms



Ambassador

## Tune In: Radio

### • **Radio's Essential Role During Disasters**

When natural disasters strike, **radio stations play a vital role for impacted communities** by offering timely updates and practical advice. Sharing human stories and eyewitness accounts helps listeners connect on a personal level, while partnering with local news enhances credibility. Learn how to keep your ministry broadcasts relevant and supportive during these challenging times.

[Radio Ink]

*Note: We offer a tragedy response toolkit with encouraging content from speakers. If your ministry is interested in updating programs or creating a disaster-specific spot, we can immediately provide content to station partners.*

### • **Christian Radio Defies Industry Trends**

Amid fluctuating radio formats, Christian stations—both spoken word and music—are growing, adding new stations while others decline. Recent data reports **Christian radio's continued success**. This trend highlights Christian radio's lasting appeal and ability to meet emotional and spiritual needs during difficult times. Explore the full article for more details on this upward trend!

[Jacobs Media]

### • **AM/FM's Trust Advantage Over TV**

AM/FM radio remains a trusted and effective medium for reaching a diverse audience, according to a new report. **With 64% of Americans tuning in monthly, radio outperforms TV in trust**. This is great news for ministries focused on connecting with listeners during key moments. Check out how radio outshines other platforms in the full report! [Radio Ink]

### • **Opportunities Ahead for Salem Media**

**David Santrella remains optimistic about Salem Media's future** as it faces issues like the potential loss of AM radio and legislative hurdles. He believes these challenges are fueling innovation across the board, including Salem's expansion into new platforms like Salem News Channel. Santrella's leadership pushes the company to seize every opportunity for growth. Explore the growing media company's forward-thinking approach here. [Barrett Media]

### • **Audio Shifts but Radio Stays Strong**

Edison Research's Share of Ear survey shows that **AM/FM radio continues to dominate daily audio consumption**, holding 36% of the audio market, thanks to in-car listening. While streaming and YouTube are growing, radio remains the preferred medium for Americans aged 13+. The takeaway for ministries? Radio still connects, especially on the road. Dive into the full study for more trends!

[Inside Radio]

## Marketing Matters

### Elevate Your Giving Tuesday Impact

On 12/3, use personal stories, matching gifts, and a multi-platform approach to capture attention and drive year-end support. **Giving Tuesday can fuel your mission into the new year!**

[Ignite Your Giving]

### Accessibility Benefits Everyone

Accessibility improvements aren't just for those with permanent disabilities—**challenges impact many**. Enhancing your content's readability benefits a much wider audience than you'd expect.

Explore practical strategies here!

[Broaden Your Reach]

## Get Social

### Instagram introduces a creator tool

with tips on content, audience growth, and engagement strategies. Discover how personalized insights help increase your ministry's impact.

[Boost Engagement]

### Meta shares practical tips for boosting ministry engagement

with reel holiday promotions. From case studies to influencer partnerships, their guide is packed with insights to help ministries reach more listeners with deeper connections.

[Explore Reel Tips]

### AI offers innovative solutions for social media management,

allowing your ministry to focus on creativity. By automating repetitive tasks and personalizing outreach, you can stay relevant and responsive.

[Unlock New Tools]