

December 2024

Media Translator

Connecting your ministry to today's media platforms



Ambassador

Tune In: Radio

• **The Power of Radio Endures**

AM/FM radio leads U.S. audio consumption with a 37% share, according to Edison Research's Q3 Share of Ear study. It commands an impressive 86% of in-car audio, remaining the go-to choice for drivers. **Even among younger demographics, radio retains its edge.** Discover how this steadfast medium continues to inspire connection and community in an evolving audio world. [\[Radio Ink\]](#)

• **Apps, Families, and Radio's Future**

Case lessons from Chick-fil-A's family-friendly app and Trader Joe's community-driven storytelling highlights **actionable insights for using apps and content to help ministries engage radio audiences.** Explore strategies like using shared activities and cross-generational appeal to connect with listeners where they live, work, and worship. [\[Jacobs Media\]](#)

• **Local Radio's Bright Horizon**

Local radio continues to grow, with revenue expected to reach \$13.6 billion by the end of the year, showing its enduring strength in connecting with audiences. Innovations like geotargeting and digital tools are creating **exciting opportunities for deeper listener engagement.** Discover how ministries can harness radio's resilience to enhance their outreach. [\[Radio Matters\]](#)

Marketing Matters

• **Emails That Truly Resonate**

Crowded inboxes demand impactful messages. **Email experts share tips on creating memorable and accessible content,** using AI as a helper—not a substitute—and tailoring messages for deeper connections. Watch the video to unpack actionable steps to keep your email content relevant. [\[Really Good Emails\]](#)

• **Feedback Fuels Connection**

What do listeners say about your ministry programs? Listener surveys and online reviews are **invaluable tools for gauging perception.** Positive or negative, every interaction helps refine your message and mission. Discover simple steps to monitor and improve how your ministry resonates with its audience. [\[Word Stream\]](#)

• **Craft Stories That Move**

Stories that captivate hearts build stronger ministries. Using empathy, sensory details, and focused calls to action, you can create immersive narratives that resonate deeply. Check out these **five simple tactics to transform your storytelling** and inspire meaningful responses. [\[Master Works\]](#)

— Get Social —

Is your Instagram bio as impactful as your broadcast?

With just 150 characters, you can build a connection, share your mission, and encourage engagement. These simple tips will help your ministry's message shine brighter online.

[\[Refresh Today\]](#)

Instagram's data reveals a dynamic trend: **Reels offer expansive reach while carousels foster engagement.** Ministries can leverage both formats to build relationships and extend their content's impact.

[\[Explore Insights\]](#)

Social media thrives on interaction—comments, shares, likes, and more. This guide reveals **smart strategies and tools to measure and boost your engagement,** helping ministries reach hearts in a digital world.

[\[Foster Community\]](#)

Instagram is introducing a reset option to refine feed recommendations, letting users refresh interests and unfollow irrelevant accounts. This feature promises better personalization and a cleaner slate for exploring meaningful content on the platform.

[\[Tailor Your Feed\]](#)

Instagram is eliminating the ability to follow hashtags to tackle spam. This shift aims to clean up users' feeds, but hashtags will continue to help with searching and discovering related content.

[\[Get the Details\]](#)