

February 2025

# Media Translator

Connecting your ministry to today's media platforms



Ambassador

## Tune In: Radio

### • **Advocating for Radio's Future**

AM radio, a trusted lifeline during crises, faces challenges from outdated regulations and unchecked Big Tech influence. **The NAB fights to protect local stations through legislative efforts** like the AM Radio For Every Vehicle Act and fair ownership policies. Dive into how preserving this vital platform supports ministries in serving their communities effectively. [\[Radio Ink\]](#)

### • **Trusted Voices in the Firestorm**

The recent L.A. wildfires revealed the crucial role of local news in times of crisis. As misinformation and fake images flood social media, trusted radio stations stepped up, delivering timely, accurate updates and even lending a hand during evacuations. **This crisis highlighted radio's unique ability to connect and inform when it matters most.** Explore how broadcasters shined in the face of disaster. [\[Variety\]](#)

### • **The State of Radio: 2025**

Broadcast radio professionals describe 2025 in one word, and the results reveal a polarized industry. From "local" and "opportunity" to "lost" and "dying," emotions run high. A staggering 75% of responses highlight challenges, yet potential remains for those seeking creative solutions. **This word cloud is a lens into radio's struggles and strengths** as it navigates a shifting landscape. [\[Jacobs Media\]](#)

### • **The New Normal in Listening**

**Listening trends are returning to pre-pandemic norms**, with home audio stabilizing and out-of-home listening rebounding as commuters return to their radios. Edison Research highlights new opportunities to meet listeners where they are—whether at home or on the go. See what these shifts mean for your ministry! [\[Radio Ink\]](#)

## — Get Social —

**Instagram shifts profile grids to a taller, vertical display**, ideal for modern uploads.

Highlights are moving too, with promised tools for customization and layout control. It's a fresh start for creators! [\[Refresh Your IG!\]](#)

As Instagram rolls out vertical grids, it's a great time to review **image sizes across all social platforms**. This guide provides the latest dimensions for Instagram, Facebook, and beyond, ensuring your visuals are perfectly polished everywhere. [\[Optimize Your Visuals\]](#)

Ready to enhance your online outreach? **A Facebook Business Page offers powerful tools** to connect with listeners, share your mission, and open new channels for engagement. This guide walks you through everything you need to know for 2025. [\[Find Out How\]](#)

**Instagram Reels now support videos up to 3 minutes long**, sparking debate about whether longer clips can truly engage audiences. While the platform urges caution, this could create room for impactful ministry content. [\[Discover Insights\]](#)

**Boost your Instagram reach with these 14 actionable tips.** Use Reels, Carousels, and Stories effectively while collaborating with others and tracking your progress to connect with more followers. [\[Grow Your Ministry\]](#)

## Marketing Matters

### **Craft Emails that Convert**

Boost your email marketing by adding dynamic content, personalized offers, and interactive features. These creative strategies can increase open rates and foster deeper connections. Explore how **these 10 creative tips for emails** can increase your engagement. [\[Mention\]](#)

### **Tailor Relevant Content**

Personalizing your content helps ministries meet listeners where they are. By using insights about your audience, you can create a more meaningful and engaging experience. **Explore this detailed personalization guide** to improve your ministry's impact. [\[Adobe\]](#)