

March 2025

Media Translator

Connecting your ministry to today's media platforms



Ambassador

Tune In: Radio

• **AM/FM Still Tops the Charts**

The latest FMR/Eastlan survey shows that AM/FM radio continues to thrive, reaching 85% of adults weekly and dominating in-car listening. Even as digital audio expands, **radio remains the top choice in smaller markets and workplaces.** Dive into the report to learn key insights on listener preferences and trends shaping the future of radio. [\[Radio Ink\]](#)

• **Fundraising That Fuels Your Broadcast**

Fundraising success isn't just about raising money—it's about **building lasting relationships that keep ministry broadcasts going strong.** AI-driven outreach, seamless giving options, and first-party data may help ministries connect with supporters in meaningful ways. Even small adjustments can make giving easier and more impactful. Find out how these trends can enhance fundraising for your radio ministry in 2025. [\[Infinity Concepts\]](#)

• **Radio's Reach Remains Unmatched**

Radio remains the top choice for ad-supported audio, with 67% of daily listening—far surpassing digital streaming and podcasts. While digital options grow, traditional broadcasts continue to draw the most ears, especially among older demographics. Listeners are tuning in, and **radio ministries have a valuable, consistent platform for reaching their audience.** See how listening trends impact your ministry! [\[Inside Radio\]](#)

• **The Strengths That Make Radio Work**

Radio isn't just another media option—it's **a proven way to connect with people in a meaningful way.** With clear data showing its effectiveness, radio remains a key player in communication strategies. Nielsen's updated audience tracking reinforces what many broadcasters have always known: radio works. Explore the reasons behind its lasting success and how your ministry can make the most of it! [\[Radio Matters\]](#)

— Get Social —

Your post quality, initial engagement, and watch time determine how far your content spreads. **This infographic explains how the Instagram algorithm functions,** so you can refine your social media strategy and reach more people.

[\[Learn More\]](#)

Instagram's new grid-editing tool will soon let users rearrange their content layout. Ministries can use this to draw attention to their most inspiring posts, boosting engagement with clarity and focus.

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

AI, TV, and content monetization—**YouTube's big bets for 2025** show how media consumption is changing. While tailored for digital platforms, these trends speak to the evolving ways people consume content.

[\[See the Insights\]](#)

Instagram's new "Edits" app offers free, AI-enhanced video editing, making it easier to create engaging content. Features like animated still images and real-time trend insights could help ministries craft compelling visuals for outreach.

[\[Check it Out\]](#)

Is your social media content struggling to stand out? A great hook can make all the difference. **Discover 30 catchy hooks** to grab attention and drive engagement—perfect for your ministry's online presence.

[\[Try a New Hook\]](#)

Marketing Matters

The Smart Way to Email

Email strategies are shifting, and ministries can benefit! By focusing on engaged subscribers, using automation, and maintaining a clear message, **email can remain a powerful outreach tool.** Discover the 4 hallmarks of today's best emails!

[\[CMS Wire\]](#)

Why Email Accessibility Matters

A few small changes can ensure that every recipient—including those with visual or cognitive impairments—can engage with your message. **Accessibility isn't just good practice; it's essential.** Get the 10-step checklist to make every email count!

[\[Email Tool Tester\]](#)