

April 2025

Media Translator

Connecting your ministry to today's media platforms



Ambassador

— Tune In: Radio —

Radio's Strength in Changing Times

The Infinite Dial 2025 study reveals big shifts in digital consumption, but radio remains a staple in the car and beyond. While listeners explore new audio formats, they still rely on radio for trusted content and connection. **Ministries can take heart—your audience is listening!** Explore key insights and how they impact faith-based broadcasting. [\[Edison Research\]](#)

The Power of Personality

Listeners aren't just tuning in for music—they're showing up for the voices they trust. The latest Techsurvey confirms that **on-air personalities remain the top reason people listen to AM/FM radio**, even as budget cuts threaten to thin their ranks. For Christian broadcasters, this is a call to nurture meaningful, faith-filled connections on the air. Is your ministry leaning into this strength? [\[Inside Radio\]](#)

Better Audio, Clearer Message

Ministry broadcasts deserve the best clarity possible, and new AI-powered voice separation could be a game-changer. **This tool isolates multiple speakers in crowded audio**, improving transcription, editing, and live speech delivery. Whether for sermons, interviews, or event coverage, it's a step toward better sound quality in faith-based radio. Discover how it works today! [\[Podnews\]](#)

AM Radio's Vital Role in the Dashboard

AM radio has long been a beacon of faith and safety, providing real-time emergency updates and a steady voice of encouragement, but automakers are threatening to remove it from new cars. **Christian broadcasters are urging lawmakers to pass a bill that would keep AM in every new car**, preserving its role in emergencies and ministry. The AM Radio for Every Vehicle Act has strong support—will it be enough? [\[Radio Ink\]](#)

— Get Social —

85% of adults use YouTube, including 65% of seniors, and many are getting their news there. This shift is reshaping media habits. How might this impact ministry outreach? [\[See The Trends\]](#)

Facebook Live just got an expiration date! **Livestreams will now be deleted after 30 days**, so ministries should plan to save, convert, or extend videos before they disappear. [\[Save Your Content\]](#)

Instagram says engagement beats follower count. Post often, make reels easy to follow, and use audio to boost reach. More eyes on your content means more ministry impact! [\[Engage More Effectively\]](#)

From audience insights to content planning, **this guide lays out a clear path for social media success**. These six steps will help your ministry grow online. [\[Get Started Now\]](#)

— Fundraising Focus —

Creating a Culture of Giving

Generosity isn't just about meeting needs—it shapes hearts. **Research shows that experiencing generosity often leads to practicing it**, creating a powerful ripple effect. Explore these insights on how to encourage a generous spirit in your ministry! [\[Barna\]](#)

Small Stories, Big Impact

Statistics can feel abstract, but a single powerful story moves hearts. **Research shows donors give more when they connect emotionally to one life**. Learn how ministries can inspire greater generosity by crafting messages that resonate emotionally. [\[Masterworks\]](#)

— Marketing Matters —

Human First, AI Second

AI's efficiency can't replace genuine connection. LinkedIn's research shows that joyful, nostalgic, and heartfelt marketing leads to stronger engagement. The takeaway is clear: AI can assist, but it's the heart behind the message that truly resonates. [\[Social Media Today\]](#)

More Than a Logo

Branding goes beyond a logo—it's how listeners connect with your ministry. From visuals to messaging, **a strong identity builds trust and recognition**. Ensure consistency across platforms to deepen engagement. Read more on crafting a lasting brand identity! [\[Data Dab\]](#)