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# Media Translator

Connecting your ministry to today's media platforms



Ambassador

## Tune In: Radio

### Clarion Call, Not a Catchphrase

In a sea of media options, it's not your programming—it's your purpose that sets you apart. **This article unpacks the idea of an "atomic statement"**—a short, identity-rooted message that resonates with listeners at a heart level. Especially helpful as Christian broadcasters seek to connect deeper than just format. What's yours? Read on to be inspired. [\[Faith Bright\]](#)

### Lessons from Podcast Popularity

This industry comparison offers an encouraging lens: **many traits that fuel podcast success—strong personalities, daily routines, loyal fans—are rooted in great radio, too.** While geared toward a secular market, the article's ideas on emotional connection and storytelling can inspire fresh vision for ministry radio. Take a few minutes to be reminded: you're already holding the secret sauce.

[\[Jacobs Media\]](#)

### Radio's Advantage Is Clear

Radio reaches who social media misses. Pierre Bouvard's NAB presentation backs this with fresh stats, showing **AM/FM's continued dominance across all key age groups.** Ministries should be encouraged—your radio broadcast is meeting people where they are. Get inspired by the data that backs your mission. [\[Inside Radio\]](#)

### Fundraising in a New Era

Donor behavior isn't what it was five years ago. With fewer donors giving more and a stronger demand for transparency and impact, ministries relying on listener support must adapt. **This expert-packed PDF report explores the latest shifts in fundraising** and offers smart, tech-savvy ways to respond. Curious how others are navigating it? Check this report out! [\[Dunham and Company\]](#)

## Marketing Matters

### Clearer Copy, Wider Reach

Making your writing more accessible doesn't require tech skills—just thoughtful language choices. **These best practices help your message reach more people,** including those with disabilities or reading challenges. Especially helpful for ministry newsletters or listener updates.

[\[Litmus\]](#)

### 5 Keys to Better Email

If your ministry emails aren't getting the response you'd hoped for, it might be time to rethink your strategy. **The 5 Ts—Tease, Target, Teach, Test, Track—offer a helpful structure for crafting emails that resonate.** A great framework to sharpen how you connect with your listeners!

[\[Medium\]](#)

## Get Social

**Engagement patterns on social media are shifting**—and surprisingly, LinkedIn leads the pack. While Instagram's numbers are dropping, private interactions are rising. For ministries using these platforms to connect, understanding these shifts is key.

[\[Uncover The Insights\]](#)

From strong openers to quick takeaways, **YouTube's latest guide is full of ideas to make your longer content shine in short form.** A well-placed clip could be the spark that brings someone to your full broadcast.

[\[Clip Creatively\]](#)

**A new Instagram feature lets your reposts show up in your followers' feeds**—opening fresh doors for connection and reach. For ministries, it's one more way to extend meaningful messages while stewarding effort.

[\[Explore Reposts\]](#)

Whether you're new to LinkedIn or posting regularly, **their new "Create on LinkedIn" guide is a thoughtful roundup of what works.** While built for a general audience, there's value here for ministries aiming to connect with clarity and purpose.

[\[Get Inspired\]](#)

**Instagram's new "Edits" app puts serious editing tools in one easy space**—timeline editing, AI effects, project management, and more. While it's built for Reels, the creative tools may help ministries bring Bible-centered content to life.

[\[Try It Out\]](#)