

June 2025

# Media Translator

Connecting your ministry to today's media platforms



Ambassador

## Tune In: Radio

### Faithful Formats Flourish

Contemporary Christian programming continues to climb steadily in listener share across all major demographics, according to the latest Nielsen data. With growth as high as 46% since 2022 among younger adults, **it's clear there's an increasing appetite for meaningful, faith-based content**. Find out how these patterns can encourage your team and guide your content strategy. [\[Inside Radio\]](#)

### AI's New Role in Radio

More than 80% of content creators now use AI throughout their workflows, with surprising adoption trends among older professionals and women-led teams. While secular in scope, **the insights highlight how AI can serve—not replace—creative efforts**. Curious how AI is changing audio production? This report might reshape how you view your next broadcast. [\[Pod News\]](#)

### Radio Leads in Listener Devotion

Broadcast listeners aren't just tuning in—they're connecting. A new study shows AM/FM radio leads all other platforms in cultivating podcast fandom, especially among adults 35–54. While focused on secular audio, the message applies: **those who love radio are eager for more meaningful content**. Dig into how this supports your ministry's mission. [\[Radio Ink\]](#)

### Trusted, Timeless, and Still Tuning In

A new study shows **AM/FM radio remains a go-to for American adults**, especially during workdays and drive times. Live hosts, local events, and trusted voices continue to define what makes radio different. For ministry broadcasters, it's a timely reminder: your faithful presence behind the mic still matters. See the data and why it resonates. [\[Inside Radio\]](#)

## Marketing Matters

### Ministry Marketing That Sticks

This article outlines **8 foundational marketing principles** that can help ministry teams connect more deeply with their audience. If your team wants a message that truly resonates, this list is a great check-in point.

[\[Red Website Design\]](#)

### Build Better Email Newsletters

A newsletter isn't just another task—it's a tool to **connect with listeners regularly and meaningfully**. This how-to guide explores key steps for setting goals, measuring success, and sending with intention. Helpful for any ministry refining its outreach.

[\[Mail Jet\]](#)

## — Get Social —

To celebrate its 20th birthday, **YouTube rolled out features** like voice comment replies, faster playback, and custom radio channels—each spotlighting how platforms are prioritizing connection and creativity.

[\[See What's New\]](#)

### Instagram's latest feature

lets you share hidden content with those who enter a secret code. It's a fun, thoughtful way to reward loyal followers—and might even help grow your email list or channel community.

[\[Create Deeper Moments\]](#)

Media habits may be peaking—with 2025 forecasted to dip slightly. While **social media platforms battle for attention**, radio keeps its footing with meaningful reach and listener trust that's hard to scroll past.

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

There's a product plug, but also solid guidance—these **10 tried-and-true Facebook growth tips** focus on simple, no-cost strategies to help any ministry team grow on Facebook in 2025.

[\[Try these Tactics\]](#)

**Instagram may soon allow collaborative Stories**, where friends can add content to one another's posts, creating a shared narrative thread. While built for social users, the concept could spark ideas for interactive ministry storytelling.

[\[Get Inspired\]](#)