

July 2025

Media Translator

Connecting your ministry to today's media platforms



Ambassador

Tune In: Radio

Radio's Cause-Driven Power

Radio still holds a unique edge—especially when it comes to reaching listeners who want to give back. Recent insights show that **midweek, midday, and :60 spots are outperforming others** in driving web traffic for charitable and religious causes. And even more encouraging? These visits are meaningful, not just clicks. Read how your next broadcast might move someone from tuned in to taking action. [\[Radio Matters\]](#)

The Early Listener Gets the Word

More than 30% of Americans are up by 6am—and that's prime time for broadcast impact. While morning routines have shifted post-pandemic, **the early hours still offer a valuable window for ministry connection**. Curious how listeners spend those early hours with audio? This data might surprise you—and help you sharpen your strategy. [\[Edison Research\]](#)

Encouragement Over Entertainment

Christian content isn't just being heard—it's being trusted, shared, and used to navigate life. **A new Barna + NRB study shows over 60% of Americans engage with Christian media weekly**, especially younger audiences. For ministries, it's confirmation that your programs matter—people are tuning in for truth, direction, and hope. [\[NRB\]](#)

Christian Radio's Growing Momentum

Christian-formatted stations are not only increasing in number—they're thriving. With record-breaking loyalty scores and widespread reach, the Momentum 25 conference showcased a key reason why: a mission-first spirit. **More than stats, it's the passion and unity behind the mic that's driving impact**. Curious why Christian radio is outpacing others? This article gives a firsthand look. [\[Jacobs Media\]](#)

Marketing Matters

Email That Inspires Action

This nonprofit-focused guide explains how ministries can use smart email design, audience targeting, and thank you follow-ups to strengthen engagement. For ministries seeking **budget-friendly ways to connect via email**, this article offers valuable insights.

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Build Emails That Truly Reach

Sarah Gallardo makes a compelling case: accessibility isn't a bonus, it's the baseline. With warmth and wit, she shares how **simple shifts can ensure your emails connect with every recipient**. It's practical wisdom ministries will be glad they heard.

[\[Really Good Emails\]](#)

Get Social

Instagram can now show 3:4 photos natively, a big plus for ministries crafting thoughtful visuals. While video remains dominant, clear, authentic images remain valuable for connecting with listeners on social platforms. [\[Learn More\]](#)

YouTube's new integrated promote option and region-specific thumbnails aim to help creators reach more viewers with personalized touches. These updates highlight the power of relevant messaging—a reminder for ministries to keep content fresh and listener-focused. [\[Expand Your Reach\]](#)

New Instagram updates focus on helping users share without fear, offering ways to quietly post and test videos before wider release. These features encourage stepping out in creativity, helping you reach more people confidently. [\[Boost Creativity\]](#)

All Facebook videos will soon be classed as Reels, reflecting how audiences favor dynamic, short-form video content. Ministries may find this a good reminder to explore diverse media channels alongside radio to connect with their community. [\[Adapt & Engage\]](#)

Video is driving 36% more engagement on LinkedIn, with best results from quick, clear, mobile-friendly clips. Ministries can apply these insights to share broadcast highlights or announcements effectively and engage their audiences in fresh ways. [\[Try These Tips\]](#)