

August 2025

Media Translator

Connecting your ministry to today's media platforms



Ambassador

Tune In: Radio

Faith on the AM Dial

AM radio isn't just legacy tech—it's still delivering God's Word to those who need it most. As automakers weigh removing AM from new cars, ministries are rallying support for legislation to keep it alive. From sermons to storm alerts, see why this long-reliable channel still matters deeply to Christian radio. [\[Inside Radio\]](#)

Bring the Broadcast Closer

Local doesn't mean small—it means meaningful. Church choirs. Youth panels. Neighborhood prayer nights. They're not just ministry moments—they're ready-made content. This article makes the case for stations to reflect the heartbeat of their cities, highlighting voices from church pews to school gyms. Especially for ministry radio, this is a timely look at how presence builds connection.

[\[Jacobs Media\]](#)

Radio Rides the Commute Wave

Work commutes are up 29% since 2020, and AM/FM radio continues to dominate in-car listening. That means your ministry content is meeting more people in a moment of daily routine—when messages of peace and purpose often resonate most. Explore how the return to the office could fuel more impact for your radio programming. [\[Inside Radio\]](#)

Momentum Builds in FM Ministry

While AM and commercial FM stations saw modest declines, non-commercial FM stations surged by 212 licenses this year. That upward trend reflects growing interest in content with mission and purpose—something Christian radio knows well. Could this growth suggest new doors for ministry impact? Dive into the numbers and see what's shifting across the broadcast landscape. [\[Radio Insight\]](#)

Marketing Matters

Accessibility Matters Now

The EU's 2025 Accessibility Act means ministries reaching listeners in Europe must ensure emails are screen-reader friendly, clear, and easy to navigate. This piece outlines clear, useful tips to help ministries communicate with care.

[\[Mailjet\]](#)

Rethinking Email Metrics

Open rates aren't what they used to be—thanks to privacy updates, they can paint a misleading picture. This article shares smarter ways to track real engagement through metrics like click-throughs and segmentation. It's a must-read if email is part of your listener outreach!

[\[Vertical Response\]](#)

Get Social

Instagram is opening its content to search engines

for public, professional accounts. Ministries could see wider reach—especially if content is thoughtful, helpful, and well-tagged.

[\[Maximize Visibility\]](#)

Alt text can help your social media posts reach millions more

—and reflect the heart of ministry in the process.

From avoiding emojis to simplifying language, these quick tips ensure your content connects with everyone.

[\[Learn Accessibility Tips\]](#)

Auto-dubbing is now available to more YouTube creators

—instantly translating content into multiple languages. Plus, new AI-based suggestions and editing tools offer fresh ways to spark engagement.

[\[Explore the Tools\]](#)

Facebook's new algorithm demotes unoriginal posts,

especially those shared without commentary or credit.

Even if you're resharing a meaningful message, make sure it includes your ministry's unique input.

[\[Engage Thoughtfully\]](#)

LinkedIn shares how AI can extend your ministry's social media marketing

by automating campaign setups, refining audience reach, and combining data from many sources. Leveraging AI can advance your mission in new and meaningful ways.

[\[Harness AI Power\]](#)