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# Media Translator

Connecting your ministry to today's media platforms



Ambassador

## Tune In: Radio

### Mission and Tone Drive Engagement

Finney Media's latest survey confirms that **authenticity and mission-centered communication are vital for radio ministries**. Eight in ten listeners leave when broadcasts sound angry or judgmental, while many give financially when they sense God's call through clear vision. The takeaway? Tone isn't a detail—it's the heart of listener trust. [\[Inside Radio\]](#)

### Why Radio Still Leads

With more than \$10 billion in annual revenue and daily reach to 60% of Americans, **AM/FM radio remains the backbone of the audio world**. While others debate definitions and measurement tools, radio delivers stability, scale, and dependable ROI. For ministry broadcasters, this underscores radio's unique ability to foster trusted connections. [\[Radio Ink\]](#)

### Lessons from a 23-Year-Old

Underscoring the Finney Media survey, a candid chat with a 23-year-old revealed why radio feels irrelevant to her: it's too scripted, predictable, and disconnected from real life. **What she longs for is authenticity, local flavor, and voices that sound human, not polished**. For ministries, this is both challenge and opportunity—how can broadcasts bring fresh life to the mic? [\[Radio Ink\]](#)

### Gen Z Tunes In Differently

New research highlights Gen Z's unique approach to radio—preferring connected TVs over other devices, often listening in shared spaces. Meanwhile, Boomers and Gen X drive smart speaker growth, and desktops still serve workplace listeners. **These shifts show the many ways audiences are engaging with AM/FM broadcasts today**. Ministries can be encouraged: radio's reach is adapting with technology. Explore the generational insights. [\[Radio Ink\]](#)

## Marketing Matters

### Why Alt Text Matters

Alt text isn't just a technical detail—it's a bridge for listeners who engage with your ministry's online content in many different ways. From accessibility to blocked images, thoughtful use ensures your message is clear. **The article unpacks practical tips for writing alt text that truly serves**. [\[Oracle\]](#)

### Guardrails for AI Success

**AI can accelerate ministry marketing—but only with thoughtful input**. Clear prompts, contextual info, and prior campaign examples ensure the content fits your ministry's mission. Learn the workflow to turn AI into a helpful marketing partner. [\[Really Good Emails\]](#)

## Get Social

**Instagram's growth in Europe now far outpaces Facebook**, rising 10x faster in the past year while Facebook even lost users in some countries. For ministries, it's a reminder of where attention is shifting and how audiences connect today.

[\[See Insights\]](#)

**Instagram now lets you pin your own comments**, opening the door to adding updates, context, or answering listener questions directly on posts. A small but useful tweak for ministries sharing content.

[\[Check it Out\]](#)

**This infographic from Instagram shows how you can expand your reach** through reels, carousels, and engagement. Ministries can share content that resonates, drawing more hearts to your message.

[\[Boost Reach\]](#)

**YouTube is rolling out AI-powered tools** to animate images, remix audio, and suggest clips, along with expanded analytics. Ministries can explore these features to enhance visual storytelling for their broadcasts.

[\[Learn More\]](#)

**New YouTube tools let ministries use interactive livestream gifts to encourage giving** while sharing community posts widely. Creative overlays and gift goals can help supporters feel connected while funding ministry programs.

[\[Boost Giving\]](#)