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# Media Translator

Connecting your ministry to today's media platforms



Ambassador

## Tune In: Radio

### Radio's Reach Still Leads

A new Nielsen report confirms what many ministries experience daily—**radio still reaches 93% of U.S. adults each month, more than any other platform**. From commute hours to daily routines, broadcast remains a consistent touchpoint for listeners. While written for advertisers, the takeaway is clear: your message is meeting people where they are. [\[Inside Radio\]](#)

### Rethinking the 50+ Audience

Today's 50+ listeners are active, tech-aware, and highly engaged—far from **outdated stereotypes**. They continue to choose radio as a trusted companion, offering ministries a steady and receptive audience. While the advice is intended for a secular setting, the encouragement applies: understanding your listeners leads to stronger connection. [\[Inside Radio\]](#)

### Steady Signals in a Shifting Landscape

New research confirms what many ministries already see—radio remains a steady, trusted companion. **With 84% weekly reach among adults 25–64** and the majority of listening still happening through traditional AM/FM, **broadcast continues to hold its ground**. Even as new platforms grow, they're not replacing radio. For ministries, that's an encouraging reminder of radio's ongoing impact. [\[Radio Ink\]](#)

### Radio Still Leads the Drive

There's good news—radio remains the top choice for in-car listening by a wide margin. But beyond the dashboard, **habits are evolving, even among loyal audiences**. For ministries, this highlights both stability and opportunity. Your broadcast continues to meet people where they are—explore how these trends could shape your approach moving forward. [\[Radio Ink\]](#)

### A Bigger, Faithful Audience

Listeners ages 55–64 aren't fading—they're engaged, consistent, and still tuning in. **Expanding the focus to 25–64 reveals a larger, attentive audience** that values broadcast radio. For ministries sharing hope-filled content, that's an encouraging opportunity to reach more hearts. This perspective may reshape how you think about your audience—read more to see the full picture. [\[Radio Ink\]](#)

### Growth Rooted in Purpose

Christian radio continues to gain ground, with notable audience growth and strong listener loyalty. **Its strength lies in meaningful connection**—offering encouragement, community, and a consistent voice listeners trust. While written broadly, the insight applies to ministry broadcasts: connection matters. Take a moment to explore what's helping this format thrive. [\[Radio Ink\]](#)

## Marketing Matters

### Smart AI, Strong Voice

AI can be a powerful helper for ministry marketing efforts—streamlining workflows, sparking ideas, and uncovering insights from listener data. But **it works best alongside your unique voice, not replacing it**.

[\[Inbox Collective\]](#)

## Get Social

### Videos with early speech and visible faces hold

**attention longer** and increase engagement, while loops and vertical formats enhance reach. These simple tweaks can improve overall content performance.

[\[Create Smarter\]](#)

### YouTube is testing short preview clips, reducing

reliance on eye-catching thumbnails. For ministry social teams, it's a reminder to lead with meaningful moments that invite deeper connection.

[\[Learn More\]](#)

### Instagram's new quick pause feature for Reels

shows how thoughtful tweaks can enhance engagement. Even in ministry broadcasting, small improvements in how content is experienced can make a meaningful difference.

[\[Explore Insights\]](#)

### New scam alerts across

**Facebook** aim to help users spot suspicious activity before it's too late. While designed for a broad audience, the reminder is clear: protecting your ministry's digital presence builds trust with listeners.

[\[Stay Alert\]](#)