

May 2026

Media Translator

Connecting your ministry to today's media platforms



Ambassador

Tune In: Radio

Insight Over Instinct

As new media formats experiment with visuals, this article circles back to a foundational truth: **audience insight matters**. Even the most confident programming ideas can miss without listener input. For ministry programming, it's a helpful nudge to stay curious, ask questions, and respond thoughtfully.

[Jacobs Media]

The Shape of Faith Broadcasting

With 25% of U.S. AM/FM stations dedicated to faith content, **religious broadcasting continues to hold a meaningful place** in communities nationwide. Most listeners tune in for encouragement, teaching, and daily life guidance—reminding ministries of radio's steady influence and opportunity. Explore how your broadcast fits into the bigger story. [Pew Research]

Seeing Beyond the Headlines

Are we telling the full story about radio listening? This piece encourages **a closer look at how research is interpreted and shared**. While radio continues to reach many, real-world habits are evolving. For ministry broadcasters, that means embracing both truth and opportunity—strengthening community impact while adapting wisely. [Radio Ink]

Strengthening Radio's Voice

Radio remains a powerful, trusted medium, but **its perception hasn't kept pace with reality**. This article by Jess Hamilton, daughter of our very own Jennifer Perez, points to simple but strategic ways stations can respond—highlighting community impact, staying present beyond the broadcast, and backing it up with data. A helpful nudge to be intentional in how your ministry is seen and heard. [Substack]

Radio at a Crossroads

A major automaker's CEO recently suggested removing radios from entry-level vehicles, reigniting concern across broadcasting. Yet listener demand tells another story, as **most car buyers still expect AM/FM access**. As legislation to protect AM remains unresolved, this moment highlights radio's role in safety and connection.

[Radio Ink]

Giants of Radio and Beyond

From respected executives to well-known voices, this year's "Giants of Broadcasting" class includes David Santrella of Salem Media Group, honored for his leadership in radio. **Congratulations to him on this recognition**, which highlights the lasting influence of strong broadcast stewardship. Explore the full list of honorees. [Radio Ink]

Marketing Matters

Finding Your Voice

As more organizations rely on AI, **communication is starting to sound the same**—polished, but forgettable. This article highlights a growing opportunity: clarity, specificity, and authentic voice now stand out more than ever.

[The State of Brand]

Get Social

Instants, Meta's latest app, prioritizes instant, no-edit photo sharing that disappears after being viewed. This could be an additional distribution layer for real-time updates with listeners.

[Engage Instantly]

Reposting to Stories won't boost reach, according to Instagram leadership—challenging a widely shared tactic. Instead, lasting impact comes from understanding what connects with your audience and staying consistent.

[Refocus Strategy]

YouTube is introducing bulk 'hearting' for comments, letting creators quickly acknowledge positive engagement across busy channels. The goal is faster community recognition, though it relies on automated filtering of positivity signals.

[Explore Now]

New YouTube livestream features highlight how real-time interaction deepens connection with audiences. Thoughtful timing, engagement cues, and audience response can strengthen community and keep listeners tuned in.

[Discover More]