

July 2026

Media Translator

Connecting your ministry to today's media platforms



Ambassador

Tune In: Radio

A Legacy Worth Celebrating

As national attention turns toward America's 250th birthday, **radio is uniquely positioned to help communities reflect, celebrate, and connect.** This article highlights radio's unmatched history of serving listeners, while showcasing tools designed to help broadcasters participate in upcoming celebrations. Take a look at how radio continues to bring people together. [\[Radio Matters\]](#)

Radio, AI, and Relationships

AI was a major topic at NAB Show 2026, with industry leaders discussing how it can strengthen radio's future. In this video conversation with Salem Media's Jon Latzer, the focus was on using AI as a practical tool for research, audience understanding, content planning, and operational efficiency, not as a replacement for people. The takeaway is clear: **those who learn to use these tools thoughtfully are better equipped to serve listeners** and communicate their message effectively. [\[YouTube\]](#)

Faith Formats Gain Momentum

At a time when many radio formats are seeing little growth, **religion and Christian programming continue to expand.** New station counts show faith-based broadcasting increasing its presence across the country, highlighting radio's enduring value as a trusted way to connect with listeners. Take a closer look at the trends and what they reveal about the strength of Christian radio in today's media landscape. [\[Inside Radio\]](#)

The Power of Trusted Voices

Technology continues to evolve, but listeners still point to people, not platforms, as a primary reason they tune in. According to new research, **familiar on-air personalities help create trust, encourage loyalty, and deepen listeners' connection** to their stations. The findings serve as a timely reminder of the value of authentic, relatable communication. [\[Radio Ink\]](#)

Marketing Matters

Beyond Digital Sameness

In a world optimized for screens and algorithms, many organizations are losing the qualities that make them recognizable. **Memorable visual and verbal identities are more likely to connect with audiences,** offering ministries an opportunity to communicate with greater authenticity. [\[Design Week\]](#)

Proof Through Shared Experience

People naturally look to others when deciding what deserves their attention. This article examines that psychology and why specific, relatable examples often carry more weight than generic praise. For ministries, the principle highlights **the value of sharing authentic listener experiences** that reinforce credibility and connection. [\[Holistic Email Academy\]](#)

Get Social

More people now get their news through social media than television or news websites, according to a new Reuters report. This data underscores the importance of ministries providing reliable, meaningful content wherever listeners engage. [\[Explore Insights\]](#)

Meta's new Forum app pulls online communities into a dedicated discussion space, making it easier for people to ask questions and share expertise. For ministries, it's a reminder that trusted communities remain valuable for helping listeners find answers online. [\[Discover More\]](#)

Instagram is giving users more control over the topics that appear in their feeds, allowing them to signal what content interests them most. The update is a reminder that relevant, engaging content remains key to reaching listeners effectively. [\[See Details\]](#)

YouTube is updating AI labeling so disclosures appear right below videos and on Shorts overlays, while also improving detection systems. The goal is clearer transparency so viewers can quickly recognize AI-influenced or generated content at a glance. [\[View Update\]](#)

New Free LinkedIn Learning courses with Adobe introduces AI Essentials for marketers, offering role-based training in content, communications, and analytics across 47 languages, reflecting rising demand for AI skills in marketing roles. [\[Learn AI\]](#)