

January 2022

# Media Translator

Connecting your ministry to today's media platforms



## RADIO NEWS:

*This gives us something to talk about!*

“Salem Media Group announced that CEO Ed Atsinger will transition to the role of Executive Chairman of the Board of Directors as of January 1st. David Santrella, who's on the December cover of Radio Ink Magazine, will become the new CEO.” —[Radiolnk.com](https://radiolnk.com)

“Educational Media Foundation expanded its full power station portfolio by 39 signals from 2019-2021, making it the fastest growing radio company during the three-year period.” —[Insideradio.com](https://insideradio.com)

“Eighty-nine percent of recent and prospective auto buyers in the U.S. say a broadcast radio tuner should be standard equipment in every car.”

“The number of Americans age 13+ who have a paid audio subscription has more than doubled since 2015, from 23% to 48%.”

“Moms in America are much more likely to own a smart speaker than the average person in the U.S.” —[EdisonResearch.com](https://edisonresearch.com)

## New Year, New Learning

The best 3 video editing apps are LumaFusion, FSCO, and Inshot. [Click here to see why >>](#)

Hubspot says “Metaverses will be the next consumer connection.” [Explained on page 45 >>](#)

Apple & Spotify podcast ratings and reviews don't influence ratings. [But here's how they do help >>](#)

Video memes will reign supreme on Instagram. [Watch a funny example \("Trend #5"\) >>](#)

Your audience wants three types of stories from you. [See which you're already doing >>](#)

Creating inspiring and timely campaigns takes planning. [Try a hashtag holiday >>](#)

## TikTok: A Billion Person Audience

Last year, over 1 billion people tuned into TikTok. Take a tour of the top-watched videos which we've curated for your enjoyment & inspiration for your own content creation:

1. [Squishy the Chipmunk hiding nuts](#)
2. [Restocking at its finest](#)
3. [Zach King disappearing into his art](#)
4. [A joyful fox](#)
5. [Baby laughs for the first time](#)
6. [Saying goodbye to grandpa](#)
7. [How husband finds out wife's pregnant](#)

**And these recipes:**

- [Feta Pasta](#)
- [Nature's Cereal](#)
- [All Things Air Fryer](#)
- [Baked Oats](#)
- [Pasta Chips](#)

*“There's something really special about TikTok's diverse global community that people just can't find anywhere else. For us, 2021 was a year for connection and we've seen people on TikTok laughing together, entertaining us, starting cultural phenomena, and teaching us new things.”*

—Vanessa Pappas (TikTok COO) talking about [A Year on TikTok](#)

## TECH WOW!

[Busysimulator.com](https://busysimulator.com)  
Feign importance with repeating app sounds!

[Mobilephonemuseum.com](https://mobilephonemuseum.com)  
History is calling!

[Doc.new](https://doc.new)  
Create a blank Google doc —fast!