

August 2022

Media Translator

Connecting your ministry to today's media platforms



Radio Business

- **BioNTech-Pfizer had almost 140,000 radio ad spots last month**, putting it at the top of the Media Monitors radio ad list for the second week in a row. Also on the top five list are: Progressive, Upside, Indeed, and The Home Depot.
- **Some quick stats for you:** broadcast radio reaches 93% of adults. Radio generates 55% more incremental reach than streaming music, podcasting and satellite. 70% of radio listening happens out of the home, usually in the car.

Hey Google . . .

TikTok and Instagram are dominating the search industry, **40% of Gen Z prefers searching on TikTok or Instagram rather than Google**. Young people would rather find an influencer's raving review or #ad video than Googling a service or searching on Yelp.

→ **Why it matters** . . . expect your Google searches to have a few more videos.

It may look simple at first, but **Google Docs has many valuable features** that your business may benefit from. Check out these tips to make the most out of this powerful word processor.

Google is thinking about giving campaign emails the go-ahead when it comes to dodging the spam folder. Their proposed program would allow certain emails that are registered to come freely into inboxes. Needless to say, gmail users are not happy about filling their inbox with even more unwanted emails.

You've Got (e)Mail

- Your subscribers get over 120 emails a day. Learn **how to be heard** in all of the noise with interactive content.
- People want to know **an email will interest them** before they open it, the solution? H2H (human-to-human) subject lines.
- Are your email campaigns reaching their full potential? Check out these **key insights** for building effective email habits.

Socials

Do It Live:

Instagram is testing the ability for **broadcasters to go live** from a—gasp—desktop device using streaming software, instead of having to use “a traditional phone camera.”

Filter it out:

TikTok has rolled out an ad **“inventory filter”** that enables brands and advertisers to have more control over what content their ads show up next to.

Unmentionables:

Twitter is now giving all users the ability to **“unmention”** themselves in conversations on the platform.

Hit Record:

Following in TikTok and Instagram's footsteps, Facebook has embraced the short video trend. **Check out how to create your own**, if you're still a Facebook user that is.

Keepin' It Old-School

Four decades after the arrival of the CD and two after the iPod, **vinyl has made a comeback**.

Sales have been doubling each year, reaching \$1B since the 80's. Recently, with people staying at home more, vinyl growth rates are even surpassing music subscriptions and streaming services.