

November 2022

Media Translator

Connecting your ministry to today's media platforms



TUNE IN: Radio Business

These days it's not enough to simply be in the media business, you must be in the **multimedia business**.

.....

One platform that you don't want to overlook: YouTube.*

Jacobs Media gives a simple **how-to on creating a YouTube channel** for your radio station.

Content may be King, but distribution is Queen.

Staying on track with your multimedia plan means staying on top of trends and **knowing how and where to reach your audience**.

New research from Nielsen: Multimedia again.

A blend of digital ad platforms and AM/FM radio is an effective and powerful combo.

The Infinite Dial: Longest running survey of consumer behavior.

Download to see **the average American digital media consumer pattern**. Note: Radio remains consistently the top pick for in-car listening.

Data in Demographics.

Variety's survey on the **divide among generations throughout various media platforms** and where radio ranks.

And yes ... radio is still reaching the younger generation.

More radio statistics showing that **radio is the dominant commuting medium** and is still popular among younger listeners.

Get Social

Stay exclusive.

Facebook is testing a posting option that **allows users to give early access to their subscribers**. This is just one of the features Meta is rolling out as a way to entice creators to stay active on their platform.

Mail's here!

Check out these **70 engaging email newsletter templates** and design tips to elevate your next email campaign.

Plan on it.

Say goodbye to third-party apps and tools, Instagram is also testing a new feature, an **in-app post-scheduling** option.

Do you copy?

Ten copywriting techniques as well as a free content creation kit to **increase your website's organic traffic**.

Etc.

Infographic

Wondering what happens on the internet **every minute**? This infographic will show you!

***YouTube**

YouTube recently **introduced handles**. Companies and creators will now have a unique @ along with their channel name. Since these handles must be unique, the platform is gradually notifying users.

Listen Up! Podcast News

> An attempt to answer the question: **How long should a podcast be?** The average length of **popular podcasts as of this year is 37 minutes**. Much to consider!

> **Many podcasters also upload a video version of their shows** to YouTube, and the platform is now planning to **offer ads read by podcast hosts**. Brands can test the program with 60-90 second ads that only appear on the video version of the podcast.