

February 2023

Media Translator

Connecting your ministry to today's media platforms



Air Check ✓

A bit of this and that . . .

Is the Podcast boom slowing down? Maybe so, **podcast creation was down 80% from 2020-2022**. This could be due to people going back to regular jobs after the pandemic. Or perhaps with the already full market and less than efficient discovery tools, new creators are simply not able to break into the scene.

A still relevant, yet not so viral trend, **"The Art of Kondo-ing,"** can still motivate us into tidying up our lives, and even your radio station. Check out these **five simple steps to get started**.

Are you thinking about launching a morning show? With these **12 useful tips** you can start a digital campaign that will create a lasting relationship along multiple platforms, increasing listenership and loyalty.

What Do The Numbers Say?

Listening habits of Gen Z

Podcasts 9%
AM/FM 19%
Other 19%
YouTube 23%
Streaming 30%

Radio Reach - Nielsen
Monthly reach: 93% of adults
Weekly reach: 219 million
40% connect with on-air personalities.
50% searched on-line for more information after a radio program.

CES and Radio

- **Inside Radio's seven specific takeaways from CES 2023.** Electric vehicles are big as well as health and wellness focused tech.
- Radio experts offer their perspectives on the **three recurring themes of technology, content, and opportunity in these CES observations from Radio Matters.** If you'd like **full coverage** on the event, Radio Advertising Bureau has got you covered!
- Here are a few **insights from Jacobs Media of tech trends at CES 2023**, as well as an invitation to their more in-depth webinar of the conference. Some of their takeaways: pandemic-related tech that is sticking around, as well as a focus on sustainability, health and security.

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Is updating your website still on your to-do list? Use this list of **8 common web design mistakes** as a starting point to launch your company into the new year and stand out—for the right reasons.

While you're revamping your website, **make sure it complies with WCAG and the ADA standards.** It may seem overwhelming, especially if your site already needs some TLC. No need to worry as there are a **few simple ways to make your website accessible** to everyone!

Check out this infographic on **6 ways to build trust with website visitors** and social media followers. **One major takeaway ... be real!** Communicate your core values, get input, and share what your audience is saying.

Now that you've created a fantastic website, **it's time to revitalize your SEO.** Find out how to adapt your strategy with these **top 12 SEO trends for 2023.** As Google's standards and requirements continue to change, be sure that your station's site is always up to date.

Misc.

- With the **new iOS 15 came new challenges for marketers.** The update brought in new email privacy options that allows users to prevent marketers from collecting data, namely email open rate. Here are **pointers for adjusting to the new updates** and everything they will bring.
- While there are **concerns about the ethicality and quality of AI produced art**, many companies are utilizing these tools for quicker, more cost-effective design work. Not sure where you stand? Take a look at these pros and cons in this **quick summary of AI imagery.**