



Lippman Kanfer Foundation

YouTube Channel Launch Plan

Overall Recommendation

Launch in two phases. First, a prelaunch, seeded phase, running through late November, with the goal of having a real, browsable channel, multiple playlists deep, ready to show the board on December 10. Second, a public promotional phase, tied to Chanukkah (December 4 to 12), where we actively push the channel to new audiences.

These two phases overlap by design. The board meeting falls inside the Chanukkah window, so by December 10 the channel will already be a few days into its public push, not just sitting seeded and quiet. That's a good thing: the board sees a channel that is live, growing, and being promoted, not a demo.

This plan is deliberately decoupled from the jewishwisdom.org Hub. Once the Hub is live, we'll revisit calls to action and embed video there, but nothing here depends on that happening first.

Two-Phase Structure

Phase 1: Seed and Prepare (Board-Ready by December 10)

- **October to mid-November:** Backseed the channel as content becomes available. Get the channel branded and configured immediately; this shouldn't wait on anything else.

- **Mid-to-late November (soft launch):** Channel goes live with an initial set of videos so it isn't a blank slate. This also gives YouTube runway to refine what the channel is about before Chanukkah traffic hits.
- **By December 10:** The channel should have enough playlists and volume to be genuinely browsable, something the board can click around in and see real depth, not a handful of first uploads. This is the internal deliverable target Daniel flagged on our September 24 call, and it's a different bar than the public promotional push: it's about being show-ready for an internal audience, not about driving outside traffic yet.

Phase 2: Public Promotional Push (Chanukkah, December 4 to 12)

This is the moment we actively promote the channel to new audiences, using the eight nights of Chanukkah as a release cadence. The backseeded library built in Phase 1 is what makes this push worth showing up for: if we push Chanukkah content onto a thin channel, anyone who clicks around looking for more finds nothing.

Why This Timing Works

- **Chanukkah's eight nights give us a built-in content structure**, one piece of content per night mirroring the nightly candle lighting. That's a release cadence we don't have to invent, and it gives people a reason to come back each night.
 - **Holiday-adjacent content pulls in search traffic on its own.** People actively search things like "Chanukah meaning" and "Chanukah traditions" in the weeks around the holiday, giving new videos a real shot at being found through YouTube Search, not just the algorithm's Home or Suggested feeds.
 - **YouTube's 2026 algorithm cares more about behavior than subscriber count.** Click-through rate, watch time, and retention matter more than subscriber count, which means a brand-new channel can still reach a real audience if individual videos are strong.
 - **A clear, connected eight-part series tells both viewers and the algorithm that this channel knows what it's about**, instead of feeling like a handful of random first uploads.
-

Initial Content Plan

A. Owned Production Inventory

Four productions are currently under contract and feeding this channel: the Thought Leader Convening documentary (Rava Productions, the source for the Shabbat compilation footage already shared), Ivri Shabbat (two episodes with Jericho Vincent), Shabbat for Families (with the Institute for Jewish Enrichment), and Shabbat for Couples (with Brent Spodek). The broader programming slate includes additional shows in earlier stages (Shabbat Unbound and others).

Open item: we don't yet know which of the four contracted productions will actually have usable cuts in hand before the mid-to-late-November soft launch. Once that's confirmed, we should sequence the backseed and playlist rollout around whichever shows are genuinely ready first, rather than trying to seed all four evenly. A channel with two or three deep, well-organized show playlists is stronger than one with four thin ones.

B. Content Format Ladder

Each finished production should be cut at three lengths, not just clipped straight to Shorts:

1. **Full-length episodes**, published to the show's playlist as the anchor content.
2. **5- to 10-minute YouTube-native segments**, the standard cut for the main feed. These are what most people will actually watch and are what playlists are built from.
3. **Short-form clips (Shorts), 7 to 15 seconds**, with the hook in the first two to three seconds. This is the format for nightly Chanukkah content and general social distribution.

Every format leads with the hook up front — the pain point or the intriguing question first — and delivers on that promise within the clip. For the longer-form segments and full episodes, the hook still comes first, but the content itself can run as long as it needs to; the front-loading principle doesn't mean everything has to be short, only that nothing should bury the reason to watch.

C. Curated and Ecosystem Content

Alongside what we own, there's a real opportunity to curate from LKFLT's grantee network: Judaism Unbound's Shabbat-related podcasts and video (using YouTube's timestamp-start feature to link into specific moments rather than reposting whole videos), the Alef Bet podcast, and music playlists from organizations like Let My People Sing. This content doesn't need to be re-uploaded, only clipped, timestamped, and cross-linked, and it should never be pulled away from a channel that already has a real following of its own; Judaism Unbound's existing channel, for instance, has an established audience and should be linked to and credited, not duplicated.

This curation layer matters for the timeline specifically: owned original footage isn't cut until late October at the earliest, so curated and cross-linked content may be what gets several playlists to a genuinely browsable depth before the board meeting.

Frame every curated video through one of our six core message buckets in its title and description, even though the footage itself is untouched. A Judaism Unbound clip or a Let My People Sing playlist doesn't need re-editing to fit our voice; the framing does that work. The same piece of curated content could read as a "Something Ancient, Something Yours" reclamation moment for Free Agent Jews or a "Jewish Wisdom for the World as It Is" answer to a specific question, depending entirely on how we title and describe it. This matters more for curated content than for our own productions, since curated video has no inherent LKFLT voice until we give it one; without this, a channel built partly from ecosystem content risks feeling like an aggregator rather than a coherent point of view.

Playlist Strategy

While we will confirm this once we begin building out content, our initial strategy is to organize playlists primarily by show (Ivri Shabbat, Shabbat for Couples, Shabbat for Families, and so on), each with its own identity, consistent with the multi-show model this channel is built around. Use holiday, topic, and format (songs, teachings, talks) as secondary filters layered on top, either as additional playlists or as ways of ordering videos within a show's playlist.

A few operating rules:

- Give each playlist its own title and description written with real keywords in mind, and framed through a specific message bucket rather than left generic. Playlists carry their own search visibility, separate from the videos inside them.
 - Order videos inside each playlist deliberately. Lead with the strongest video, not just whichever was uploaded first, since the first video sets the tone for whether someone keeps watching.
 - Link back to relevant playlists in every video description, so a single video found through search still pulls someone into the larger collection.
 - If it's not quality, it's better left out than included. Playlists should be gated by whether the content is actually good, not just by hitting a volume target.
-

Order of Operations

1. Get the channel set up and branded now. This includes creating a Google account under the LKFLT branded domain (rather than a generic address) so YouTube, Google Ads, and Google Analytics can all be spun up from one consistent account, and assigning collaborator access to the team.
 2. Backseed content as it becomes ready, prioritizing whichever of the four contracted shows lands first, supplemented by curated ecosystem content where owned footage isn't ready yet. Upload as fully public; there's no real downside to early organic discovery.
 3. Build and publish playlists as content goes up, rather than waiting until everything is uploaded to organize it.
 4. Let things sit for a couple of weeks so Search and Suggested placements can start picking up the backseeded content naturally.
 5. By December 10, confirm the channel is genuinely browsable and ready to show the board.
 6. Treat December 4 to 12 as the active promotional push, layering nightly Shorts and longer segments tied to Chanukkah on top of the now-seeded channel.
-

Paid Advertising

The retainer's recommended ad spend is \$1,000 to \$1,500 a month, held and paid directly by LKFLT to Meta and Google. Tentatively, we'd plan to direct about half of that toward promoting the YouTube channel and the Hub through Google's Ads ecosystem, alongside the existing Meta spend on Instagram.

Because the Hub may not be fully deployed by the time this budget starts working, we'll get the Google Ads account established regardless and simply weight more of the initial spend toward promoting the channel itself until the Hub is ready to absorb its share. This keeps us from losing the setup time and lets us start building signal ahead of the December 15 cost-per-acquisition baseline review called for in the retainer.

Measuring Success

Our primary success measures for this initiative are not raw view or subscriber counts. They're the ones the Content Adaptation Machine pilot was designed around: repeat, dedicated viewership rather than one-time clicks; measurable audience growth for the grantee creators

and organizations we're curating and cross-promoting; movement from video to the Hub once it's live; and how far people travel through the content, from a video into curricula, practice cards, or other resources.

That said, we know some may use view counts and subscriber growth to judge whether this is working. We'll track and report those numbers too, clearly positioned as secondary and tertiary indicators alongside the primary ones above, so the board has the number it's expecting without the plan chasing the wrong metric.

Bottom Line

The Chanukkah push is the moment we promote. The seeded, board-ready channel makes that moment worth showing up for, and makes December 10 a genuine progress update rather than a preview of something that doesn't exist yet. Everything between now and then — branding the channel, securing whichever contracted shows land first, curating from the ecosystem, and building real playlists — has to happen for both moments to land.