

June 2019

Media Translator

Connecting your ministry to today's media platforms



Ambassador

Moms and Media

78% of moms have listened to AM/FM radio either over the air or online in the last week (up from 65% in 2017). [More on moms and media >>](#)

WEIRD BUT TRUE

[This man](#) outfitted his bike with 29 cellphones to catch **Pokemón**.

[Your kid](#) can learn to be a social media star at **YouTube** Summer Camp.

[This robot](#) can deliver your **Amazon** package all the way to your welcome mat.

the latest from apple

On June 3, Apple made several announcements at their World Wide Developers Conference including these highlights:

- ➔ **RIP iTunes:** After 18 years, the app will be phased out and replaced with 3 apps: Apple Music, Apple TV and Apple Podcasts
- ➔ **AirPods Advancing:** Those in-ear devices will soon be able to read your incoming email, share audio with your nearby friend's AirPods, and support live radio with services like iHeartRadio
- ➔ **Now with Radio:** Apple's HomePod is getting new features including the ability to play live radio

[See more >>](#)



Eyewear may be the next big media platform

Marketed as "Sunglasses with a Soundtrack," the new debut sunglasses from **Bose** come with built-in speakers for an immersive audio experience.

[Watch the product review >>](#)

[Order your first pair >>](#)

The Hallmark of Hallmark

"If Hallmark had gotten stuck in its original business model, the company would be crying the blues today about how hard it is to sell greeting cards in a digital age. But **they didn't get stuck there**. Nor did they simply conclude that their path to the future was to offer greeting cards online (how many radio broadcasters simply assumed that moving the same linear product stream online is the solution to all their troubles?). No. **They considered what made them special as a brand and how they could leverage that across many platforms and many media.** That is what you need to do, my friends."

—Mark Ramsey, ["The Power of Positive"](#)

Who's Really Tweeting

90% of Tweeters only tweet 2x month, favorite 1 post, have 19 followers, follow 74 other Tweeters

10% of Tweeters are responsible for 80% of tweets

[See more from this fascinating report >>](#)