

May 2020

# Media Translator

Connecting your ministry to today's media platforms



Ambassador

## One Million & Counting

[unique podcasts in Apple Podcasts.](#)

Learn more

## Fundraising Tool Box

Try this:

[Ask for donations on Instagram Live](#)

## To Be Resolved

Read about it:

[Has headphone listening to radio been undercounted in PPM markets? The issue is now being looked into.](#)

## Where the People Are

Go there: [Facebook is seeing a rise in users](#)

## Zoom Alternatives

Test it:

[Google's version](#)  
[Facebook's version](#)

## Radio Retained

InsideRadio Reports: Despite pandemic impact, radio retained 90% of its AQH audience in March

— [Read the whole article from Inside Radio](#)

## The Role of Radio

“*Few moments in our careers can be as rewarding and satisfying as being of service and helping others during a crisis. It's your time to shine. Remember that listeners derive huge emotional benefits from radio.*”

— [Read more from Alan Burns and Fred Jacobs](#)

## Why Radio is an Audience Attractor

“*One of the biggest trends in social media and online content is the ability to be vulnerable and yourself while you are on-air. We throw this word “authenticity” around but that is essentially currency in the new world.*”

— [Read the interview with Jon Savage](#)

## The Spirit of Radio

“*Radio is delivering. Radio is helping businesses, large and small. Radio is a trusted and empathetic medium. Radio is relevant to consumers today and every day.*”

— [Read more from Radiomatters.org](#)