

July 2020

Media Translator

Connecting your ministry to today's media platforms



Ambassador

Protests

Facebook, Twitter and Instagram accounted for nearly a third of all traffic to the **donation sites** that saw [record giving due to recent protests](#) (categories included police reform, community restoration, and more).

Pandemic

People are spending more time consuming content, and [a new survey](#) says 47% **want news not related to the pandemic** and 45% **want to be inspired** so they can be hopeful about the future.

Podcasting

➔ **Amazon** is following Spotify and Apple in [taking steps to invest in podcasting](#), but on a local level.

➔ **Batman** and others from the Justice League are [getting their own original podcasts](#).

➔ **Career podcasters** [share what makes a podcast great](#).

During the pandemic, moms increase audio listening

74%

say **audio** is the leading media type for relaxation and entertainment during the pandemic, with **social media** (68%), **TV** (65%), and the **internet** (61%) following

16%

say they use **AM/FM radio** more since the outbreak began

21%

say they use **smart speakers** more in recent months

Source: [Edison Research via Inside Radio](#)



THE LATEST

- ▶ [YouTube is testing 15-second videos to rival TikTok](#)
- ▶ [Group streaming is the new craze](#)
- ▶ [Twitter is rolling out a new audio tweet feature](#)
- ▶ [Pokémon to release teeth brushing & sleep "games"](#)
- ▶ [You can now get a FDA-approved video game prescription](#)
- ▶ ["Going viral" is a tricky phrase to use right now](#)
- ▶ [Even the Queen uses Zoom](#)
- ▶ [Instant Influencer is a reality show that is what it sounds like](#)