

June 2020

Media Translator

Connecting your ministry to today's media platforms



Ambassador

I'm In Love With My Car (Radio)



From Fred Jacobs:

"Driving your own car has never looked so good – or seemed so safe. Last week, the New York Times ran a beautiful photo essay whose title says it all: 'Together, Alone: The Car as Shelter in the Pandemic.'" [Read more >>](#)

Let's Take This Online

Christian Music Broadcasters pivoted to an online conference with industry thought leaders including Mark Ramsey who shared this important reminder: "It's not about listeners...it's about fans." [Catch a glimpse of the type of content shared >>](#)

And the Webby Award Goes To ...

The leading international award honoring excellence on the Internet is the Webby Awards. The annual event in May presented the best in the categories of websites, podcasts, and more. [See the winners >>](#)

PODCASTING:

We Haven't Reached the

Peak: The audience is growing 20 percent each year. At this rate, the total number of listeners will double by 2023. Learn the type of podcasts listened to by men vs. women, their ages, household income, and more. [Download the tip sheet >>](#)

Show Me the Money:

Ad revenue for podcasts is still tiny compared to other mediums. That's because podcast monetization is currently too decentralized, but investments from big players like Spotify could help. [See what we mean >>](#)

K-Love is Getting in the

Game: EMF's new podcast platform launches with nationally known speakers and entertainers like Christine Caine, Natalie Grant, Levi Lusko, and Rebecca St. James. [Check out accessmore.com >>](#)

**EMF (Educational Media Foundation is the parent company of K-LOVE and Air1)*

SOCIAL MEDIA ROUND-UP



The attention given to the Coronavirus outbreak may be lessening, but the impact it had on social media during this season is still being felt. Here are a few things we couldn't have anticipated just a few months ago:

- Animal Crossing is a magnetic game that now hosts [religious feasts.](#)
- Video games are destinations for [popular concerts.](#)
- The #distancedance was instigated by a [Midwestern governor.](#)
- TikTok wooed a [Disney exec](#) and gained [more users in their 30s.](#)