

November 2020

Media Translator

Connecting your ministry to today's media platforms



Ambassador

RADIO IS ...

... “a source of solace and respite, providing **great news, information and companionship** – all the things radio does.”
[\(From an industry leader at Radio Week\)](#)

... on for the 69% of **U.S. workers that commuted** to work daily or somedays in September – up from a low of 55% in May. [\(Dallas Federal Reserve reports\)](#)

... reaching 88% of **adults who vote** in presidential elections and 90% of **Hispanics and Blacks / African Americans**. [\(Radio is getting out the vote\)](#)

... where one **presidential candidate** outspent the other 50-1 on **radio ads**. [\(The politics of radio\)](#)

Time to Start/Stop a Podcast?



Consider this: When someone listens to spoken-word audio, [19% are on a podcast](#) (up from 12% last year). As heard at the recent [Podcast Movement conference](#), overall podcast share of ear has risen to 6% this year (up from 2% in 2014). For fresh inspiration, check out these [storytelling resources](#) for podcasters.



Now consider this: Of the 1.4 million podcasts, over half have not produced a new episode in the last 90 days, and 27% have not produced an episode in the past year. Resemble that statistic? [Check out six signs](#) you may need to change or cancel your podcast. Before you go back to the drawing board, read [the latest trends](#) as reported by Lee Ann Jackson.

Zoom, LinkedIn, Pinterest, TikTok, Facebook, Apple

They're part of our everyday lives—let's see how well you know these companies.

Guess Who:

1. Triller is waiting in the wings in case their plug gets pulled.
2. A movie was made about its creation, released 10 years ago.
3. This year's best social media stock.
4. Now with stories.
5. Its founder said, the computer is “the equivalent of a bicycle for our minds.”
6. Just announced it's getting into online ticketed events.

ANSWERS:

1. [TikTok](#): Influencers are already flipping to Triller's platform.
2. [Facebook](#): [The Social Network](#) grossed around \$225 billion. Today, the company is worth \$750 billion.
3. [Pinterest](#): Experts say the 125% increase could be due to the release of iOS 14.
4. [LinkedIn](#): Testing phase revealed people are more willing to post when they know it will disappear after 24 hours.
5. [Apple](#): Steve Jobs passed away nine years ago.
6. [Zoom](#): Customers can use OnZoom to browse classes, concerts, and workshops.