**Virtual Events Help Radio Maintain Funding, Audiences**

Radio stations are finding creative ways to keep revenue flowing and audiences engaged as concerts, festivals and other live events continue to be cancelled over pandemic concerns. Digital appearances by radio personalities and celebrities, virtual concerts and interactive online events and shows will likely continue even after the pandemic, execs say.

***Inside Radio (free content) 8.17.20***

[***http://www.insideradio.com/free/virtual-reality-stations-go-online-with-events-and-performances/article\_daba14a4-e05d-11ea-a9fd-2ba1ef240df1.html***](http://www.insideradio.com/free/virtual-reality-stations-go-online-with-events-and-performances/article_daba14a4-e05d-11ea-a9fd-2ba1ef240df1.html)

***Image credit:***

[***https://secure.i.telegraph.co.uk/multimedia/archive/01920/radio\_1920977b.jpg***](https://secure.i.telegraph.co.uk/multimedia/archive/01920/radio_1920977b.jpg)