



AMBASSADOR

WE CONNECT. MINISTRY AND MEDIA.

*From ancient times to the digital age,
across the nation and around the globe,
from the university lecture hall
to the high school classroom,
the Bible is making an impact.
We invite you to be a part of it.*

The Book

See page 3 for details on the
new 1:00 radio feature >>



museum of the Bible

did you know?

Don't miss the new mobile app from **Barry Meguiar** and the team at ROTW—the app includes video interviews, stats on evangelism and the church, and tips for sharing your faith. What many will find most intriguing is a method to track prayer requests and even set a calendar alarm for following up on those you commit to pray for.



Mercy Ships has been designated "Charity of Choice" by the Cruise Lines International Associations. With this partnership, CLIA will work with Mercy Ships to further endorse the organization's initiatives in delivering healthcare to developing nations.



Visit whatsmystory.org for a strong dose of encouragement as you read the posts of many who are "capturing the moment Jesus changed your life." And ... you can share your own story there as well! Hosted by *Share Life Today* and **John Sorensen**.



see you there

Headed to Orlando for Christian Music Broadcasters' **Momentum** conference? Ambassador's Michelle Blood and Katie Burke will see you there! Plus, don't miss ...

FamilyLife

Come by the FamilyLife table to hear more about the **:60 feature for blended families** and a revitalized **weekend program** designed to be safe for the whole family. While you're there, pick up a box of Ambassador's white chocolate just for completing a **Weekend to Remember** promotion survey (returned surveys are entered to win a marriage getaway of your choice).

Reach Beyond

Nepal is still recovering from devastating earthquakes earlier this year. Reach Beyond's Christian radio partners in Nepal asked if the ministry would send **SonSet radios**, so that those who lost everything could still listen to the radio. Learn how to get involved in sending radios at the Reach Beyond table, and check out reachbeyond.org/sonset.

Focus on the Family

Say hello to **Bob Waliszewski** of *Plugged In*. His radio show is moving to 5x a week starting 10/5. Power up your mobile device at the *Plugged In* charging station in the Momentum lobby. Plus, fuel up during Thursday's coffee break, sponsored by *The Boundless Show*. You'll hear from show host, **Lisa Anderson** about the ministry's continued mission to serve the next generation of families.



What to Argue About

It's funny what engineers argue about. Often times, its arcane technical details which include words foreign to the ear of the common man: "I love the AAC algorithm with a 192kHz sample rate and a 96 bit processor. Anything less and you're nuts."

Actually, singer/songwriter Stephen Stills (of Crosby, Stills, Nash and Young) may have never said those exact words, but close. He's been promoting his uber-quality PonoPlayer as the best way to enjoy recorded music. Unfortunately for him, there's been not a little pushback on the value of his \$400 player. One reason is the cost. A second is the fact that you need to re-purchase your entire library of music in the 192kHz/24-bit FLAC format for about \$2.50 per song. But most objections have been centered on whether there's actually ANY difference in quality at all. But his idea is right: keep files in the highest quality possible.



But back in the real world, we have to balance the size of the file, quality of the content, and ease of transmission. For example, if you want a high quality file, it will tend to be large and more cumbersome to transmit. However, a number of aforementioned finicky engineers with "golden ears" determined that a broadcast MP2 (not to be confused with the lesser-robust consumer MP3 format) file at 192kHz is a robustly balanced file for radio use.

That's why, at Amb-OS, we use broadcast MP2's for transmission. But there are some stations which prefer linear PCM WAV files, and that's where we rise up and call white-hatted engineer Dave Allen blessed. He's written a free tool which allows you to convert MP2's to WAV. You'll find it available on the Focus Satellite Web site: www.focussat.net. Look for the "**FREE AUDIO CONVERTER**" where you can download and enjoy for the price of the air you breathe! You can't argue about that price.

New to Amb-OS

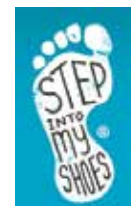
Two new short features are now on Amb-OS. The first is a production of GSF Media as a follow-on to the *CitizenLink* feature. It's a daily 2:00 broadcast called **Truth Itself** and is hosted by **Bob Dittmer**, a former voice of Family News in Focus. In keeping with the tradition of these public service features, the program delivers critical news that impacts your faith, family, and country.

For more information about adding the 2:00, daily program *Truth Itself* to your station, please email Mike Murray at GSF Media: mikem@gsfmedia.com, or call 615.534.2000.

Our second new addition comes from our friends at Compassion International. **Step Into My Shoes** is a new, weekly 1:00 feature which tested particularly well with women, helping them connect the core problems of the world's poorest with what can be done practically in the home and local church.

For more information on *Step Into My Shoes*, please contact Lee Geysbeek at LGeysbeek@us.ci.org.

You can also add either *Truth Itself* or *Step Into My Shoes* to your AMR-100 receiver by visiting our permissions portal at <http://www.amb-os.com/permissions>.



Introducing a new daily 1:00 feature

The Book

With a unique focus on the Book itself, **Museum of the Bible** brings to life the impact of the Bible in a new 1:00 daily feature that begins October 5.

From ancient times to contemporary days, each feature will focus on a particular way in which the Bible has significantly influenced our world. Without missing the point—that the Bible remains impactful for each of us today, “The Book” will shed light on the multi-faceted spheres of the Bible’s impact over centuries of human history.

Strong content is undergirded by a creative approach to the production with a richly-textured presentation that includes dramatic vignettes and SFX.

Delivered daily via Amb-OS or FTP site access (see page 4 for more on changes coming to FTP use). To confirm placement of “The Book,” please contact Haley@ambaa.com.

What you’ll hear on “The Book”

We know you’ll understand when we say there’s simply no end to the impact of the Bible ... which makes creating a daily feature about it so intriguing.

“The Book”—in the weeks to come, listeners will dramatically experience the many layers of the Bible. Here’s just a sample of what is already planned for airing this year—and much more to come!

🔗 *Did you know the first Bible printed in America was in a Native American language?*

🔗 *Who reads the Bible? The answer may surprise you!*

🔗 *A reminder of a “night long remembered” when the Bible brought strength and hope to a suffering people.*

🔗 *“There’s an app for that!” And it’s the most popular Bible app with 170 million downloads!*

🔗 *In Israel at Qumran is an amazing discovery—one of the most significant of the last century.*

🔗 *The story of a trailblazer in the abolition of slavery, is about a woman who slept with the Bible under her pillow.*

🔗 *In a high-tech world of “augmented reality”—the Bible comes to life in ways never before experienced*

🔗 *It’s what Faith, Blessed and Bethlehem, have in common with hundreds of American cities and towns!*

🔗 *Before Braille was invented, there was a Bible giving the blind access to the text!*

🔗 *Long before contemporary music—the Bible played a role in worship practices that sparked controversy.*

Engage with the Bible—this Book of Books!
Hear a sample feature on our website: ambaa.com



museum of the Bible



ABOUT MUSEUM OF THE BIBLE

Founded by **Steve Green** (Chairman of the Board of Museum of the Bible and President of Hobby Lobby), work is underway for the establishment of a new museum in the Nation’s Capitol. Planned to open in 2017 (just two blocks from the National Mall), the museum’s mission is built on four pillars—research, traveling exhibits, education, and the museum itself.

When completed, the museum will be housed in a 430,000 square-foot building, offering guests an immersive and personalized experience as they explore the history, narrative, and impact of the Bible.

“The Bible is the best-selling, most-translated book of all time and is arguably history’s most significant piece of literature. It has had an unquestionable influence on science, education, democracy, arts and society. This book has also profoundly impacted lives across the ages, including my own.”

—Steve Green



For more information, visit the organization’s website at museumoftheBible.org.



CHANGES TO AMBASSADOR FTP

For some months, we've talked about changes coming to our FTP site. Well, they are now upon us! So if you use the Ambassador FTP site, we suggest you read the information below in great detail.

Effective October 26, 2015, you will need a custom username and a unique password to access Ambassador ministries via our FTP site. Historically, we've utilized one username and login password for all stations. That's the most significant part of what's changing.

When you log in to the new site, you'll also see a change in directory structure. Going forward, your access will be limited to the programs for which you are permissioned on our FTP site.

A couple things to keep in mind:

1. The Ambassador FTP URL is NOT changing. It will remain: ftp.ambassadoradvertising.com.
2. Shortly, you'll receive an email which will contain your FTP username and password. If you don't receive your email with that information by October 12, please send an email to ftp@ambaa.com and we'll send you the new login information.
3. Your new FTP login applies ONLY to ministries Ambassador represents and hosts on our FTP site. A full list of affected ministries can be viewed at ambaa.com/ftpchange.
4. The legacy FTP login (station/aaa) will continue to operate for ministries carried via Amb-OS and hosted on our FTP site, but not represented by Ambassador. A list of those ministries can be viewed at ambaa.com/ftpchange.

The new FTP site will appear a lot "cleaner." You won't have to search for the right directory and version—you'll only see the programs you've scheduled and access via FTP. And, as is the case with Amb-OS, if you want to add or remove an FTP permission, you can do so via a web interface for maintaining your station's profile.

On our side, with the advent of individual user names and passwords, we'll be able to provide much faster and specific support when you're having FTP difficulties. And, given the nature of recent attacks on internet sites, individual user names and passwords allows us to be better stewards of the resources God has given us.

Starting in mid October you'll be able to transition to start using your new login. But remember, **the best way for you to obtain broadcasts is via Amb-OS.** It's faster, more reliable, automatically updates replaced programs and makes sure you get the exact right programs just for you. (If you're only using FTP, it's likely you've missed an updated program or two, whereas with Amb-OS, you'll always get the latest edition.)

Some Amb-OS programs are customized or regionalized for each station which is all the more reason you'll want to use the AMR-100.

Lastly, if you'd like to try using an Amb-OS receiver, we'll be happy to provide you a demo version which can be used as a satellite, Internet, or hybrid receiver. Contact support@amb-os.com. Or better yet, the purchase price has dropped far below our original manufacturing cost. So if you'd like a backup for the studio, now's a good time to contact our distribution partner, Satcom Resources: satcomresources.com.

Questions? Visit ambaa.com/ftpchange or email ftp@ambaa.com.

You could win! Visit ambaa.com/whatisftp to submit your real or humorous definition for the meaning of the acronym "FTP."

PROGRAMMING REMI- NDERS

SEPTEMBER 11

Marking 14 years since their congregation was engaged on the frontline after the attack on the World Trade Towers, we invite you to air a classic—**Beyond 9/11: The Impact of Prayer with Pastor Carter Conlon/Times Square Church.**

BEGINNING SEPTEMBER 12

Ed Stetzer, Executive Director of LifeWay Research, joins **John Stonestreet** each weekend as co-host for **"BreakPoint This Week"**.

BEGINNING SEPTEMBER 14

"Janet Mefferd Today"—a new one-hour, daily talk show begins. Plus, join **Max Lucado** for the **Scripture Memory Challenge**.

BEGINNING OCTOBER 5

The popular **"Plugged In"** feature from **Focus on the Family** moves to Monday-Friday airing (1:00 daily) to cover all the latest in media news for the family.

captured on camera



There's been a lot of "visitation" going on this summer! **Dennis Rainey** and **Bob Lepine** welcomed **Max Lucado** to FamilyLife (Little Rock)—for a recording session for the broadcast as well as for staff chapel.

While down the road in Houston, **Jay Flowers** (Grace to You) was one of the guests at a "double 60" birthday party for **Bruce & Lynn Munsterman** (KHCB). In Chicago, at the talk show table for WMBI, it was **Wayne Pederson** (Reach Beyond) and **Ed Cannon** (FEBC), guests of the "Karl and June Morning Show."



Jim Sanders was on the road to Colorado to record with **Don Stephens** ("The Mercy Minute") and then home again, meeting with **Richard McIntosh** and **Jacob Barker** (KXEG).

Fun to greet longtime friend **Phil Cooke** to AAA with cameraman **Peter Borrud**—the men were here to create a video that will introduce the production of "The Book" to Museum of the Bible's team.



Happy Birthday, **Evelyn**! We tend to take celebrating seriously at Ambassador—and a milestone birthday is just cause for gathering to do so! Glad that Evelyn Gibson's sister, Sharon (the look-alike center of pix) could join us all the way from Florida. We love you, Ev!

"A good snapshot keeps a moment from running away."

—EUDORA WELTY



BEGINNING SEPTEMBER 28, TAKE OFF ON A ...

"JET TOUR"

through the NEW TESTAMENT

In a special six week series, **John MacArthur** will spend two-minutes each day giving an overview of each book of the New Testament.

The idea for the series actually developed when John was asked a question in a recording session for a special interview (aired on Grace to You earlier this month) about the completion of his NT Commentary series. Recognizing the remarkable accomplishment, Phil Johnson (Executive Director of GTY) challenged John to give a "one-sentence description" of each book.

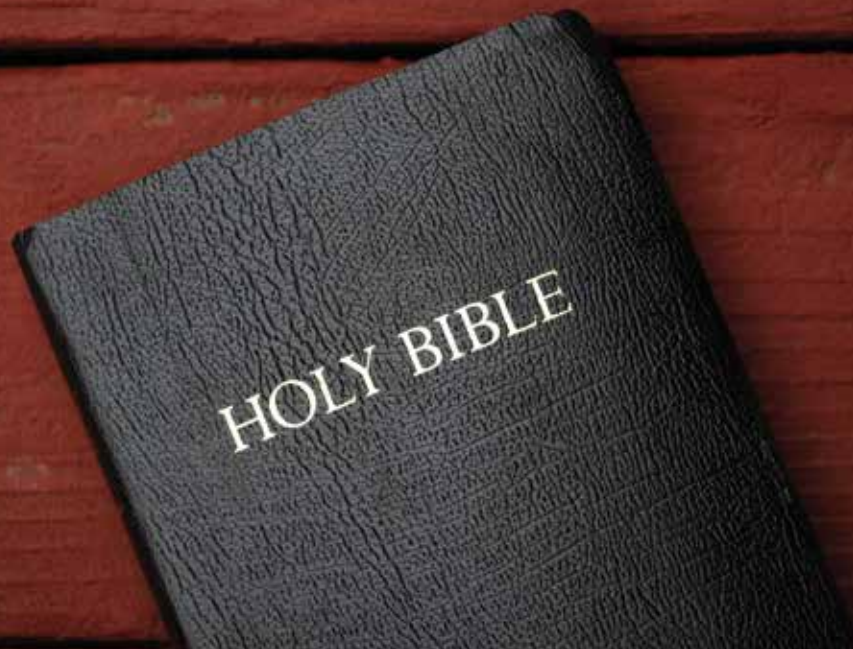
The content for the JET TOUR special series is a little more than a sentence—but remains a brief but substantive introduction to all the books from Matthew to Revelation.

NOTE: For Bible Q&A stations, this series replaces the usual format for the six week period; you'll automatically be receiving the content.



**You and your listeners are
invited to join the journey!**

Contact Charley@ambaa.com to participate in the trek which runs September 28 through November 6. Delivered via Amb-OS or convenient FTP release (if the latter, please read page 4 carefully, in view of new FTP instructions).



Hebrews

Sample Jet Tour feature from John MacArthur

To understand the book of Hebrews you must understand to whom it was written. First of all, it was written to a group of Jewish Christians, a community of Jewish Christians, a church that had been established by Jewish Christians. And there is much in the book of Hebrews that helps them understand the transition from Judaism to Jesus, from the Old Testament to the New, from the Old Covenant to the New.

All through the book of Hebrews you hear things like Jesus is a better high priest, the New Covenant is a better covenant, the sacrifice of Christ is a better sacrifice.

Everything in the New Covenant, everything in the gospel, is better than what was in the Old Covenant. But all through the book of Hebrews there are warnings to other Jewish people who had outwardly identified with this Christian group but who hadn't come to Christ. So periodically, all through Hebrews, warnings come to those who were attending but hadn't come to Christ. And the warnings are: you don't want to neglect the truth and fall away into judgment.

Christ is everything in the book of Hebrews. They all need to embrace Him.

question of the month

IT'S BACK TO SCHOOL TIME!

What teacher had a significant impact on your life & learning?

A quote from Mr. Rhodes, a wise old music teacher . .

"Just like life, when making music,
the more you put into it
the more you receive."

Bill Ainsworth

Station Manager
WSHO Radio (New Orleans, LA)

Mr. VanHuss: high school drafting/ architecture teacher.

He knew how much I loved drawing and helped me explore architectural design, taking me to nearby cities to show me the different styles and concepts. Later I stepped into my first radio station, and my heart met my true desire. I knew Mr. VanHuss was a little disappointed but always cheered me on as I went into radio. He would listen at night and talk to me about things I said on the air. My senior year, he selected me as one of a dozen students to join he and his wife to tour Russia and Europe with People to People International. That trip sparked my interest in traveling and helping others around the world. It's a love I carried into my Christian radio career. I have led a couple of listener mission trips to serve others in South Africa. I have visited and seen the great ministry work of Reach Beyond, Compassion, World Vision and WorldHelp as they have the opportunity to serve hundreds, if not thousands, every day.



Randy Pierce

Director of Business Development
Positive Alternative Radio (Blacksburg, VA)

Mr. Rhoden: 5th and 6th grade teacher.

His Christian convictions were evident to me. Everyone seemed to love Mr. Rhoden, even though he was quick to correct and discipline when any of us got out of line. Mr. Rhoden encouraged me to be myself and even allowed me to bring shortwave radios to class to demonstrate long after "show and tell" was cool!



Chris Daniel

General Manager
KAWX-FM (Mena, AR)

Dr. Gannon: college music professor.

He was not only an amazing jazz musician but also really talented at teaching his passion for all types of music. Dr. Gannon and I had lots of coffee and lunch time together and he really encouraged me to pursue my musical passions. He was also a fan of my then radio career beginnings as he would frequently tell me about something he heard me say on the radio.



Mike Weston

Program Director
WRVL Radio (Lynchburg, VA)

homegoing



DANIEL MILTON LOTZ 1937-2015

Our love and prayers are with [Anne Graham Lotz](#) in the passing of her husband, [Daniel Milton Lotz](#), on August 19.

The couple met three months before his discharge from the Air Force and, turning down a lucrative offer to practice dentistry in New York City, Danny chose to live in proximity to Anne's home to pursue the relationship. They were married on September 2, 1966, and ultimately the family grew to include three children and three granddaughters.

Over the years, as Anne's ministry was a visible and global one, Danny's service was also thoroughly impacting. He helped to plant two churches in Raleigh and served as a leader in several men's Bible studies for more than 30 years.

At the age of 50, Danny developed a severe case of Adult 1 diabetes—the decade following his retirement from dentistry found him fighting the ravages of that disease, earning him the beloved nickname, God's Gladiator. Over the course of that difficult journey, Danny remained a compassionate servant leader who never slowed down, never gave up, never stopped investing in the lives of others.

*For to me, to live is Christ and
to die is gain.*

—Philippians 1:21

this month

SEPT 16

It's National Step Family Day ... why not encourage the thousands who "fit that category"—consider airing "FamilyLife Blended" with popular author/speaker [Ron Deal](#).

SEPT 20

Speaking at the open rally of the *40 Days of Life Campaign* (Dayton OH), [Brad Mattes](#) will anchor the *Right to Life* event being held outside a late-term abortion facility. Pray for Brad and others speaking for life.

SEPT 25-26

Revive Our Hearts hosts women in ministry at *Revive '15* (Indianapolis) with a speaker team that includes [Nancy Leigh DeMoss](#) and many others.

SEPT 25-26

Back in the OC, [John Stonestreet](#) joins Sean McDowell, Greg Koukl and others for the *reThink Conference* (Calvary Chapel/ Costa Mesa).

SEPT 28-30

On the road again, [Elizabeth George](#) is in Chile with *Portavoz and Christian Literature Crusade* speaking on "How to Live Your Life After God's Own Heart."

next month

OCT 15

[Ron Deal](#) will be participating in *Stepfamily Ministry Training* (Phoenix AZ) addressing "Train the Trainer."

OCT 27-29

Travelling to Cebu (Philippines), [John Sorensen](#) will speak at the country's *Evangelism Explosion* conference.

OCT 29

In Washington DC, [Jim Daly](#) speaks at *WAVA's Pastor Appreciation Luncheon*.



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seen at work or play



Top Row (L-R): Dan Robbins (Producer), Loann McGee (Assistant), Brian Krause (Manager of Syndication and Marketing), Patti Molden (Duplication); Front Row (L-R): Corinne Saylor (Assistant), Athena Baschal (Producer), Harry Short (Volunteer), Joyce Shelley (Transcription), Laura Gearhart (Editor).



1: Don't be fooled. The **Focus team** actually gathered to eat transcriber Joyce Shelley's famous Boston Cream Poke Cake but we don't mind being a good excuse for that, anytime!

2: From the Basilica de la Sagrada Familia in Barcelona, thanks for toting a copy of *Update* along, **Andrew Leuthold** (Operations Director/Moody Florida).

3: This summer held quite a bit of "road" time for **Ken & Joni Tada**, pictured here at the magnificent Niagara Falls.

4: Before heading into the Fox Studios to speak against assisted suicide on *Spirited Debate*, **Joni & Ken Tada**, with **Rainey Floreen**, snapped another great pix!

