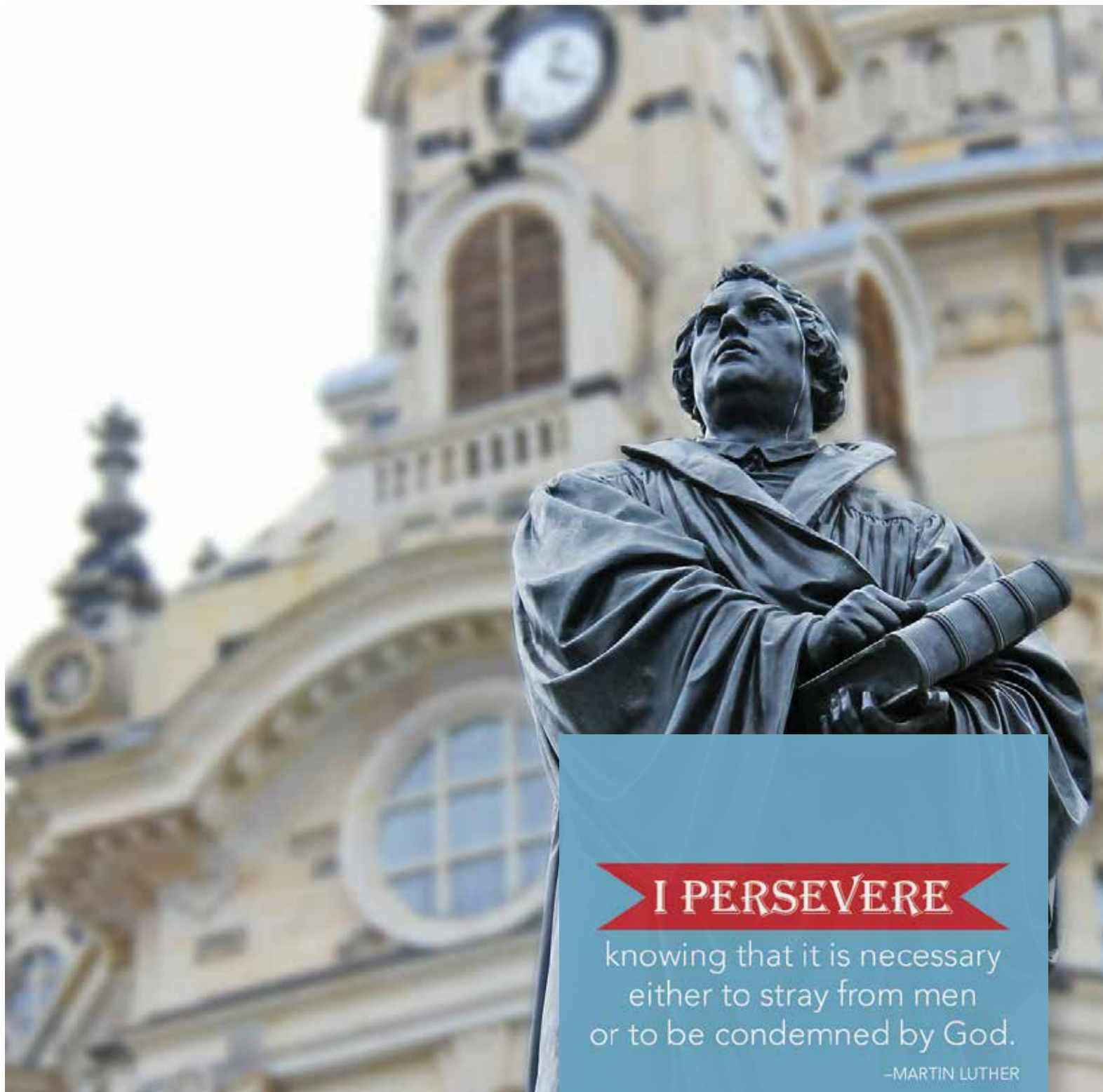




Ambassador

We Connect. Ministry and Media.

OCTOBER
2017
UPDATE



I PERSEVERE

knowing that it is necessary
either to stray from men
or to be condemned by God.

—MARTIN LUTHER

INSIDE

Marking the 500th year of the **Reformation** (Page 3)

Responding to **Hurricane Harvey & Irma** (Page 6)

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DID YOU KNOW?



Work on the new **Africa Mercy** continues in China where the ship is being built. In the process to date, there have been over **6000 production drawings** issued to keep the construction "on course."

This month (October) there will be multiple teams heading out from **Joni and Friends** on **Wheels for the World** mission trips to Thailand, Brazil, El Salvador, India and Peru. Thanks for praying for these remarkably impactful deliveries!



Cru has released a new ministry tool called **Cru Storylines**—a digitally delivered summary of stories, photos and videos showcasing how God is moving around the world, articles focused on growing faith, and ideas for how to effectively build disciples.

AMB-OS ON-LOCATION



It was a privilege for Ambassador to once again deliver the annual Harvest Crusade with Greg Laurie live from Anaheim Stadium via **Amb-OS**—and a privilege for many of the AAA team to attend including Jim Sanders with daughter Kristine (with friend Connor) and son, Jim.

TECH UPDATE WITH JIM SANDERS

A Good Time to Take a Drive . . .



Spinning hard drives and solid state drives fail. Every single one. It's a little like death and taxes. **Failure is inevitable. The only question is "when" a drive fails.**

Is it possible to predict drive failure? Well, Google has conducted extensive studies on the matter, trying to ascertain the impact of several variables: temperature, humidity, voltage, startup/shutdown and dozens more. Since they utilize hundreds of thousands of drives, there's a vast amount of data to be mined. The study is worth the read, which you'll find by searching for the words "**Google Hard Drive Failure Study.**"

Bottom line? A certain percentage of drives will fail immediately. After that, the failure rate is somewhat random and, surprisingly, not dramatically influenced by temperature. A drive is as likely to fail on day one as day 1,000.

Drives typically fail because of mechanical issues like a bearing defect or the read/write head crashing, or an overabundance of defective sectors so as to render it useless. But Solid State Drives (SSD's) are just as susceptible to failure as spinning drives. Typically, SSD's have "wear leveling," designed to minimize the number of read/write cycles in a specific location on the drive. This extends the life of the SSD, which has limited cycles.

The bad news is that all of the above is true for Amb-OS AMR-100 receivers too. But the good news is that we've been monitoring receiver drive performance, and there's a solution.

Your AMR-100's drive was intended to only store audio. None of the operating system software resides on the spinning drive. Consequently replacing the drive is rather trivial.

But the real magic is that our Amb-OS team has been working on a way to identify the drives which are most likely to fail, based on error reporting. We're methodically going through those receivers, and replacing their drives with an SSD kit.

Ultimately, our plan is to replace every spinning drive on every Amb-OS receiver. Free of charge.

We'll be deploying these SSD's over the course of the next year or more. So thanks for your patience as we work our way through the field of receivers. In the interim, if you have trouble, please do contact support and we'll be happy to help. We're thrilled we can implement this program as part of our ongoing hallmark of Amb-OS support.

1-877-AMBOS 2U (262-6728) • support@amb-os.com

Marking the **500**th Anniversary of the PROTESTANT REFORMATION

**COVER
STORY**

1517 FROM WITTENBERG TO THE WORLD

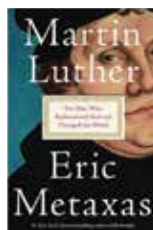
From **Museum of the Bible**, this new half-hour special will introduce listeners to the import of Martin Luther's actions and the courageous acts of the men and women who became part of the Reformation.

Today we enjoy virtually unlimited access to the Bible—but that was not always so. This broadcast will both inspire as well as inform listeners with the story of an event five centuries ago that continues to impact us today.

Visit ambaa.com/reformation for details, and contact Haley@ambaa.com for confirmation and support materials.

◆ SPECIAL SERIES

Jim Garlow focuses on *Remembering the Reformation* with a week-long series on "The Garlow Perspective" leading up to Reformation Sunday. Each feature highlights a Reformer who was killed for not recanting their beliefs. Included is the little-known story of Lady Jane Grey, a courageous teenager burned at the stake.



◆ NEW BOOK

From the prolific pen of BreakPoint's **Eric Metaxas** comes a new biography about one of the most influential men in modern history. Written in riveting prose and impeccably researched, *Martin Luther* tells the searing tale of a humble man who caused the explosion that would become the Protestant Reformation. In the same fashion as *Bonhoeffer* and *William Wilberforce*, Eric brings to life a "hero of the faith" whose courage would impact modern culture.

➡ ON LOCATION

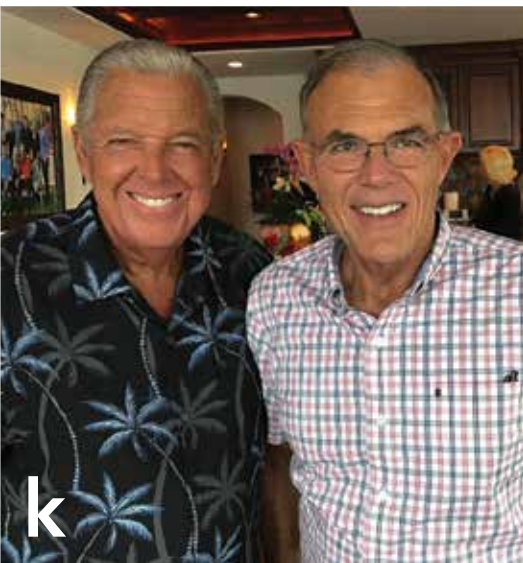
And right from the door of Castle Church (Wittenberg, Germany), thanks for taking *Update* along, **Glenn Price**!



◆ NEW RADIO RESOURCES

At the Ambassador website, you'll find a number of station-friendly tools for marking this milestone both on-air and at your own website. Please check it out at ambaa.com/station-tool-kits and feel free to download or link to any of these resources. Contact Selah@ambaa.com for assistance.

PHOTO RECAP



a Always a delight to fellowship with the Grace to You team—**Jay Flowers** and **Corey Williams**. Cheesecake at the Smokehouse is icing on the cake!

b Surprise! And we were when **Bob Lepine** stopped by with donuts when transiting (SNA-BNA) from filming for *Art of Parenting* to *Getty Music Worship Conference*.

c It was “Game On!” when **Tom Steigleman** (KATB-Anchorage AK) came by to challenge our team to a few rounds of various games—a great way to work on program placement, we found—as long as you’re good at Dora the Explorer Memory Game!

d Terrific time with **John Fuller** and **Brian Krause** (Focus on the Family). We actually got work done in between a “Pageant of the Masters” evening and several meals!

e Being local was good reason to connect the FOF duo with the **KWVE crew**!

f With a unique perspective for believers on how to think about money, it was a joy to dialogue with Thrivent CEO **Brad Hewitt** and **Callie Briese** on using Christian media to share that message.

g The entire **Briese family** was back to enjoy So Cal when Irma threatened the plan for Florida. We’re so honored you made Ambassador a stop on the itinerary, Callie & Ryan, Olive, Delia and Seth!

h Joining more than 2,000 others, our own Lee Ann Jackson and Michelle Blood attended this year’s Podcast Movement event in Anaheim (pictured with **Fred Jacobs**, and then from the Focus team: **Eva Daniels**, **Jake Roberson**, **Brian Krause**, and **Rob Kirkpatrick**). To hear a podcast of their reflections on the conference—and read their top take-away points, email marketing@ambaa.com.

i While here for the Podcast event, **Wayne Shepherd** came over to chat with our team on interview ideas for Wayne’s *First Person* release.

j Thanks for making us a stop when you are West, **Betsy Coffey** (OnePlace)!

k We love it when ministries connect to advance the Kingdom. This time it was **Barry Meguiar** (IgniteAmerica) hosting Museum of the Bible President **Cary Summers**, introducing friends in Orange County CA to the Museum’s efforts.

l Biola Senior **Sampson Sule** and **Dr. Richard Park** of Renaissance Forum are neighbors in Irvine—what better reason to fellowship and share thoughts about the future. (Sampson hopes to make Master’s Seminary his next educational stop!)



Katie with FamilyLife's Emmitt Fowler and Bob Lepine.



Thrivent's Callie Briese and Adam Biddell from Family Life Radio.



TOP: Martha Root (WCIF), Paul Virts (Advocacy), Wayne & Willi Pederson (Reach Beyond), John Fuller (Focus), Ed Krick (PursueChrist.org), Bruce Barrows (KNWI), Dave Gordon (KJNW), and Bob Augsburg (WAY-FM).

LEFT: Chris Lemke (WSCG), John Fuller (Focus), Bill Scott (WBGL), Joe Paulo (K-LOVE) and family.

BELOW: Katie with Robin Robinson (WHIF). Nice photo bomb from Blue Ridge Broadcasting's John Owens!



Katie joins Moody Radio's Doug Hastings and Focus' Brian Krause.



RELIEF REPORT

ambaa.com/tragedy-response

Responding to Harvey...and Irma!

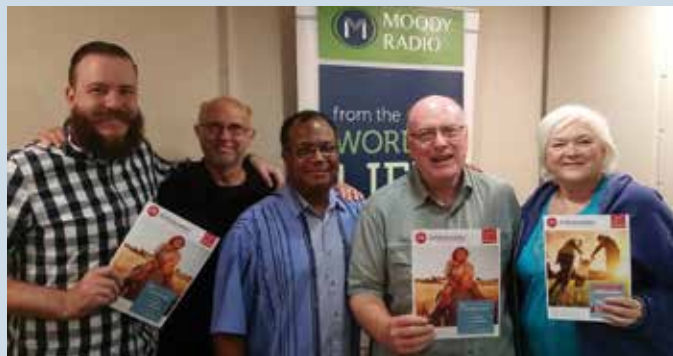
His journalistic expertise was called on fully when **Charles Morris** redirected a planned series of broadcasts in Florida to head to Texas to broadcast special editions of *Haven Today* and his daily commentary. That included an interview with good friend Lee Strobel who currently serves as teaching pastor at Woodlands Church in Houston.

Knowing how valuable pastors find **John MacArthur's** study materials, Grace to You worked with partner KHCB-FM in Houston to share an invitation for gratis replacement of any MacArthur books lost in the flooding.

NOTE: As soon as news dictates, many of our speakers are recording special spots to encourage local or national listeners in response to concerns like Harvey. Material is posted as soon as available at our FTP site.



WRMB Boynton Beach, FL (L to R): Audrey Altman; Eric Johnson; Becky Borgstrom; Dan Warne (Haven); Dolores King-St. George; Charles; Brigitte Sylvestre



WKES Tampa, St. Petersburg, FL (L to R): Dan Warne (Haven), Ron Maxwell (Ron and Kate Mornings), Pierre Chestang (Station Manager), Charles, Kate Bruington (Ron and Kate Mornings)

NEW SPECIALS

ambaa.com/special-programming

Coming this holiday season

Watch for more details on these outstanding new specials, ideal for celebrating Christmas and marking calendar milestones.



CHRISTMAS IN THE BEGINNING

Charles Morris presents the promises and events found in the book of Genesis pointing to the coming of Jesus — the most wonderful gift of all.



A BRAND NEW CHRISTMAS!

Features Times Square Church pastor **Carter Conlon** with a message that will set the stage for a best Christmas ever.

HAPPY NEW PLACE!

Also with **Carter Conlon**, listeners will be encouraged to think freshly about a happy new year despite tumultuous times.



VICTIMS IN THE SHADOWS

For Sanctity of Life Sunday (January 21), **Brad Mattes** hosts this special that reveals a further untold crime of human trafficking.

QUESTION OF THE MONTH

*In honor of Pastor Appreciation Month,
who is your favorite preacher?*

Wow, I don't know that I can choose just one... I've always enjoyed the depth and delivery of [Erwin Lutzer](#) and [Alistair Begg](#), the driving style and honesty of [Craig Groeschel](#) and [James MacDonald](#) (sometimes I need the Word with no holds barred), and recently I have enjoyed the energy of [Tony Evans](#) and [Steven Furtick](#). Asking me to choose just one is like asking me which one of my children is my favorite. I love them all.



Matt McNeilly | Station Manager
WMBI-FM | Chicago, IL

At the risk of sounding cliché, it's [Billy Graham](#). Years ago I read about his early life, and from what I have seen through the long years of his ministry, I believe that he is simply a sincere man, who dearly wants people to know Jesus. He doesn't seem to need accolades, nor does he need to live with opulence. He has helped to change the lives of countless masses, and for most of his ministry, it was without the aid of the sort of social technology today's mega pastors have. He just seems the "realest" of the real deal.



Julie Pierce | Afternoon Host/Promotions Director
WAWZ-FM | Cincinnati, OH

My favorite preacher is actually the pastor I grew up under, [Pastor Joe Gross](#), serving in Grand Junction, CO. His words bring comfort and a challenge. He was mentored by Howard Hendricks at Dallas Theological Seminary, but is still the most humble man you will meet. The theological foundation I inherited from him growing up helped me survive college. He took a personal interest in my life and still encourages me to this day.



Dave Andrews | Public Affairs Dir./Morning Show Co-Host
KJOL-AM/FM | Grand Junction, CO

[Louie Giglio](#), the lead pastor at Passion City Church in Atlanta, GA is my favorite pastor. For me, Louie is easy to listen to and does an amazing job of using real-life situations to help tell the story of Jesus. I appreciate the way he is able to captivate the church and make learning about Jesus exciting and fun. Each time I leave Passion City, my heart is on fire for Jesus!



Tiana Bogino | Promotions Manager
WDWD-AM & WNIV-AM | Atlanta, GA



Who's your favorite? Tell us at ambaa.com/news.

COMING UP

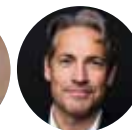
OCT 5 Bring Your Bible to School Day!

Last year more than 350,000 participated in this new initiative led by **Focus on the Family**. It's aimed simply to underscore the student's privilege of reading their Bible at school during free time and affording encouragement to share their faith before and after class. Join the effort in sharing this initiative with your listeners. Visit ambaa.com/bringyourbible.



OCT 13-15 It's a line-up of top national leaders scheduled to speak at the annual [Values Voter Summit](#)

(Washington DC) who are joined by others including **John Sorensen** ("Share Life Today") and **Eric Metaxas**.



OCT 18-19 The [Celebrators Conference](#) in Pigeon Forge TN will feature

Max Lucado along with Dr. David Jeremiah, Phil Waldrep and Tim Tebow.



OCT 26 **Brad Mattes** heads West to speak on [Men and Abortion](#)

at the Gillette WY Women's Resource Center annual fundraiser.



OCT 26-29 The [Christian Legal Society](#) is hosting their National Conference in nearby Newport Beach this year. We're delighted because the speaker line-up includes **John Stonestreet** as well as others.



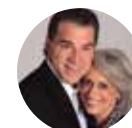
OCT 26-27 FamilyLife presents [The Summit on Stepfamily Ministry](#) (Nashville TN) with **Ron Deal** (FamilyLife Blended) heading the speaker team, hosted by **Bob Lepine** and **Michelle Hill**.



OCT 27-29 **Anne Graham Lotz** returns to [The Cove](#) (Asheville NC) to speak with Dr. James Denison.



OCT 29 No storm will stop the plans to celebrate [KHCB's 55th anniversary](#) in Houston. Joining listeners will be speaker **Nancy DeMoss Wolgemuth** with husband, Robert—grateful that Revive Our Hearts has been a station partner since inception of the program.





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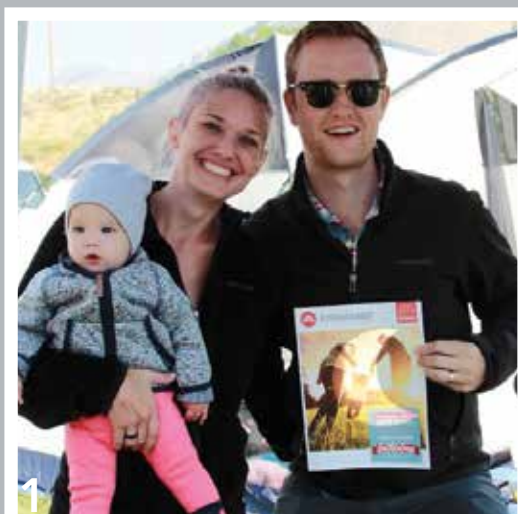
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@AmbassadorTeam



WHAT A SHOT!

1. They headed to Idaho for viewing the eclipse—but **Kaj Burns** (Engineer for *Grace to You*) and wife, Ashlie, with baby Omie didn't forget to take *Update*. Thanks, Kaj! (BTW—look closely and you'll see that the moon passing over the sun can be seen on the cover image!)
2. At home in Minnesota, **Ric McClary** (MCBI Radio) used *Update* as the perfect eclipse shield. Any way you slice it, having *Update* in hand is a smart idea!
3. **Floyd and Susan Turner** (WBGW-AM) trekked to Boise ID to share some engineering expertise with **Beth Schafer** (*Inspirational Family Radio*). And a copy of *Update* came along!
4. **Adrienne Scrima**—Thanks for being a faithful *Update* reader. This month you get your wish! Adrienne (Promotions Director) is pictured along with **Joe Hunter** (Program Director), both serving at Sound of Life Network (NY).



Where are you? Send your photo with our
Update newsletter to peg@ambaa.com.