



Ambassador

We Connect. Ministry and Media.

SEPTEMBER
2018
UPDATE



*He PLUNGED
into the PROMISE
and came up STRONG.*

—ROMANS 4:20 THE MESSAGE

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DID YOU KNOW?



Brad Mattes, President of **Life Issues Institute** and commentator for *Life Issues* was

interviewed (and quoted extensively) for an article titled **"Everyone Cares about Pregnancy Discrimination"** in *The Atlantic*. The publication's circulation is over a half million and is also widely read via online access.



Visiting NYC anytime? Head to **Times Square Church (Pastor Carter Conlon)** but get there

early for any one of the four Sunday services (10A, 1P, 3P and 6P) because there's a crowd at every one. You can't miss the church right in the heart of the Times Square district! Or, join the remarkable **Worldwide Prayer Meeting** held each Tuesday at 7PM!



The **Africa Mercy** returns to **Conakry (Guinea)** after a five-

year absence. Since their last field service, the Ebola virus hit West Africa, infecting nearly 900 *health workers*, half of those dying from the disease. Mercy Ships returns to this beleaguered country to help provide relief to the backlog of surgeries created in the aftermath of the Ebola outbreak. Pray for the team as they effectively bring both medical as well as emotional encouragement to the people of Guinea.



This month marks 20 years of impact for **Focus on the Family's Boundless** ministry.

Lisa Anderson said, "I'm not just the director of Boundless; I'm Boundless' biggest fan. Boundless has done more to shape my perspectives on dating, marriage and singleness than anything else out there today." Watch this space for some exciting news about Boundless for 2019!

TECHNICALLY SPEAKING

What is Amb-OS Dishing Up?

We talked previously about the industry dust-up with the FCC's potential **reallocation of the C-Band (satellite) spectrum**. Their intention is to use some of that space segment for expanded and improved mobile broadband. As a consumer, I like the idea. As a broadcaster, I'm concerned. Most folks I read assume the decision is a done deal. Unfortunately. And if it is a done deal, there's trouble ahead for satellite distributors and their affiliate stations.



Jim Sanders

However, **for Amb-OS, this isn't catastrophic**. The reason is, Amb-OS is a dual-thread distribution system which uses both C-Band satellite signals and the Internet. Our terrestrial connection is designed to heal problematic digital packets and provide an alternative delivery in cases where there's an equipment failure. Many times a station isn't aware their satellite antenna system has failed until they receive our call! That's because AMR-100 will work entirely on an Internet connection, as many dozens of stations now do. This dual thread system is a tremendous advantage for Amb-OS.

Long before the idea of reallocating spectrum entered the FCC's collective mind, we've explored the possibility of switching completely to Internet-only delivery, as I suspect other distributors have too. Today we transmit hundreds of programs via our Internet portal including many live programs at low latency rates.

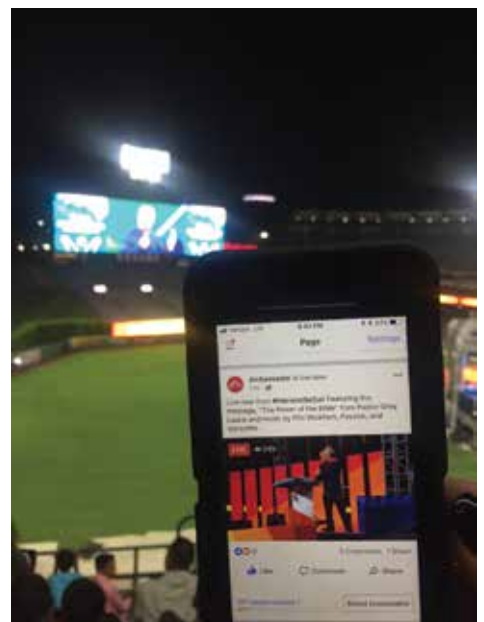
Now, we're hoping C-Band satellite space segment is preserved for broadcast purposes for a long time. Satellite delivery remains the most cost-effective means of reaching a large number of receive sites simultaneously. In fact **we're developing the AMR-200 receiver** with the assumption that broadcast satellite delivery will continue. However, if it does not, Amb-OS is in a great position to march forward!

BROADCASTING & STREAMING: LIVE!

Last month, we were thrilled to partner with the Harvest team and be one of the 81 organizations who joined in crossposting the live **SoCal Harvest** event!

With the ability to crosspost videos between pages with different owners, Harvest and their partners shared great content live on their respective Facebook pages. "The response to the live video on Facebook Live was **177% higher** than our previous year, and the highest reach in the 30-year history of our ministry," said Andrew McGovern, Director of Marketing for Harvest.

Partnering in the use of radio, (we also broadcasted Harvest live via Amb-OS satellite), and global technology platforms — great tools for the Gospel!



UNSHAKABLE HOPE

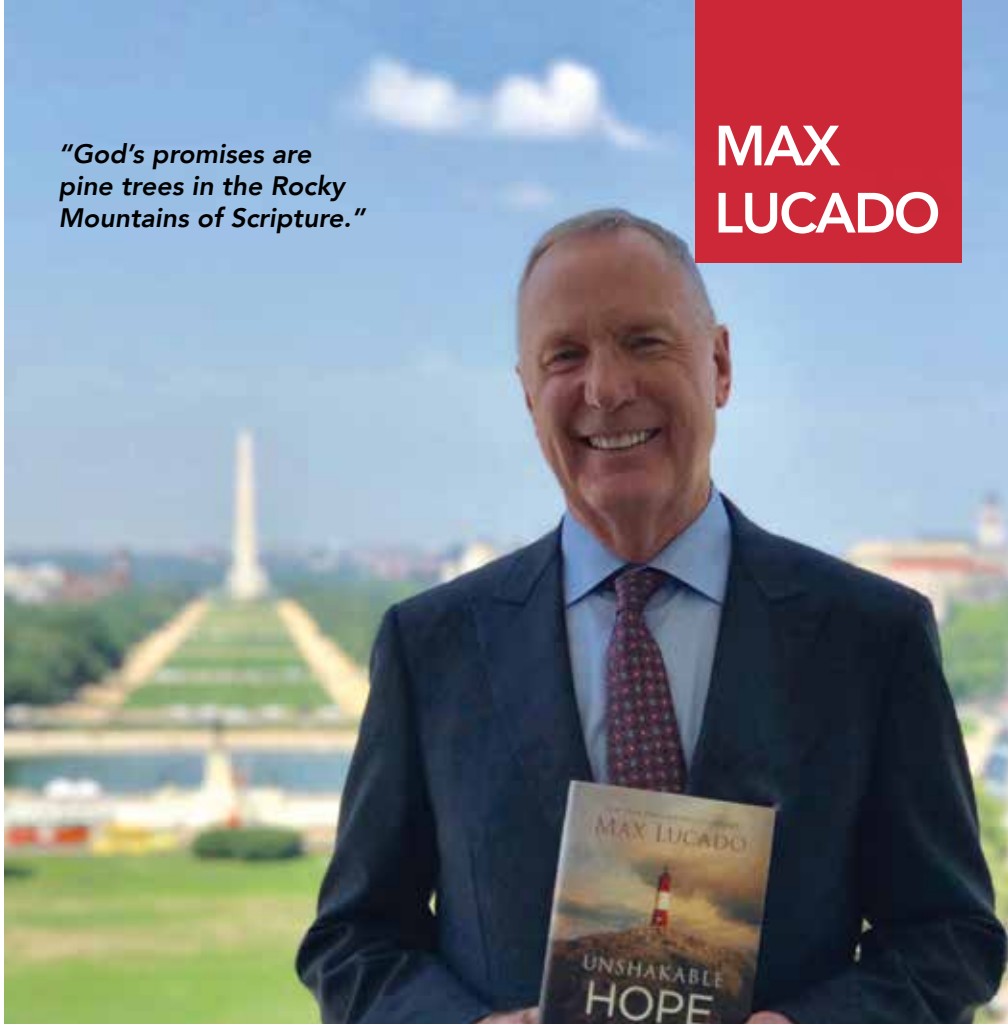
BUILDING OUR LIVES ON THE
PROMISES OF GOD

Whether overcoming sadness and despair or renewing a sense of purpose, **Max Lucado's** unfailing reminder is that we can face fears of the future with triumph today.

Just released by HarperCollins, *Unshakable Hope* is the newest encouragement from Max—content being featured throughout this month on the popular *UpWords* 1:00 daily feature.

"God's promises are pine trees in the Rocky Mountains of Scripture."

**MAX
LUCADO**



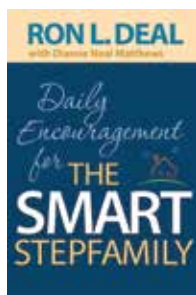
<< Max was at **Museum of the Bible** in Washington DC to share a special evening of inspiration with invited guests—including WFAX's **Sandra Swann**. Then it was off to NYC where Max was interviewed by **Eric Metaxas** ... and a stop at the iconic **HOPE** sculpture by artist Robert Indiana (placed on 7th Avenue about five years ago ☺).

ALSO NEW

DAILY ENCOURAGEMENT FOR THE SMART STEPFAMILY

Ron Deal has authored this new devotional of 365 encouragements for families that will provide practical advice, reassurance and insight in the stepfamily journey.

Ron Deal speaks at "Building Blended Families" this month at Eastbrook Church (Milwaukee WI) on September 14-15.



THIS PRECARIOUS MOMENT: Six Urgent Steps That Will Save You, Your Family and Our Country

Co-written by **Jim Garlow** (*The Garlow Perspective*) and David Barton, this new volume presents six steps Christians can take to biblically confront critical issues such as racial strife, millennial thinking and more.

Hear Jim Garlow on this topic through September on "The Garlow Perspective" (1:00 daily).



SPECIAL TRIPS

Congratulations, Mr. & Mrs. Richard P. Bott III

It was a special delight for Jim Sanders to attend the August 4th ceremony in Kansas City ... along with so many friends from Christian broadcasting! Wishing every joy to **Rich and Faye**—and all of us look forward to greeting you two at NRB 2019 (Anaheim)!



L-R: Jay Flowers (Grace to You), Eben Fowler (Bott Radio Network), Mark Looy (COO at Answers in Genesis), John Fuller (Focus on the Family)

Meanwhile . . . A Reformation Tour

Thanks to **Bob Lepine** for these pix taken during the Truth for Life two-week excursion to European sites made famous by the Reformation. Pictured with Bob and Mary Ann at the Castle Church (Wittenberg) are **Dave & Barb Santrella** and **Ed & Mona Atsinger** (Salem Media). In Luther's study at Wartburg Castle (where he hid for 10 months following the Diet of Worms), one added item from the current century! ☺



And . . . Biking for Orphans in the USA and around the World

Thanks to many station and ministry partners who engaged in covering the final leg of a global biking tour for *Serving Orphans Worldwide*. We became aware of the effort as good friend, Glenn Price, joined the crew (TX to FL). The end of the trail was Miami where both **Dolores King-St. George** (WRMB) and **Jim Glogowski** (WHIM) greeted the bikers!

GREAT SCENES



1 Welcome, favorite friends from WPEO-Peoria IL (and it isn't just the coffee beans they manufacture and share that evokes the love!). Great to greet **Bob & Kay Ulrich** at AAA, in SoCal for a family wedding.

2 A trip to Big Bear included opportunity to connect with KFHM Manager, **Dave Hart**, for Selah. The station serves the mountaintop lakeside community in San Bernardino County.



3 She's really part of the AAA family by virtue of husband, Kenny, having worked at Ambassador *many* years ago! Always great to fellowship with **Betsy Coffey** (Director of Client Services at OnePlace).



4-5 The **SoCal Harvest** event brought 100,000 to Angel Stadium including **Bryan St. Peters** (Harvest) and also NFL Hall of Famer (and Azusa Pacific football coach) **Jackie Slater**—both with our Jim Sanders.



6 Say it ain't so. Our dear **Haley Jessup** is following the Lord's leading and leaving us to move into a new life chapter. We wish Haley and husband, Brian, every good thing—you will be missed, Haley!

7 Every week, **John Sorensen** takes to social media to give a message on the *Share Life Today* theme of the week. Called "Conversations with John Sorensen," it goes up every Monday AM across all of John's social media platforms. (That's Lacey, the EE Mascot, with him for support ☺!) Follow on Facebook: @drjbsorensen; follow on Twitter: @jbsorensen; follow on Instagram TV: @sorensen_john



Ya'll come!

Visit us in person, online,
and especially on social:
[@AmbassadorTeam](#)



Michael Horton

This month “Core Christianity” began on over 400 station outlets nationwide. With a commitment to “answer the hard, unsettling questions of our times with both skeptics and committed Christians in mind,” prolific author and theologian Michael Horton shares the microphone daily with local pastor Adriel Sanchez in the daily, half-hour feature. As the ministry launches into this new venture, we’ve asked Michael to share his thinking on why every believer ought to be interested in doctrine.



Why should Christians be interested in doctrine? Because theology is “the study of God” and all genuine Christians acknowledge that God is the main aim of our life.

I’m always amazed when I hear people say, “Doctrine gets in the way; I don’t want to know about Jesus; I want to know him.”

I don’t think I’d get much appreciation from my wife if I told her, “You know, Sweetie, I don’t know why you get so caught up in me knowing

your favorite ice cream, what life was like before you met me, and what you’re actually like. Why do I need to know your birthday? I want to know you, not about you!”

So why would we speak this way to our Creator and Redeemer? “I just believe,” people often say. Well, what exactly? And why? The minute we start answering that question, we’re engaged in doctrine, in theology. It’s really about desire: who and what do we really love?

The bottom line: We take the

time to study things we care about. Think of how much effort people put into education for a particular field. Doctrine—in any field—is there for life. It’s the same with our faith. Doctrine without life is useless; life without doctrine is blind. So the firewall—between doctrine and life, reason and faith, thinking, feeling and doing—just has to come down. We need to recover the confidence, joy and hope of being Christians in an increasingly pagan society.

In addition to his writing, teaching and speaking, Michael Horton is husband to Lisa and dad to four including teenaged triplets. But that’s not all! Get to know Michael a little bit better as he responds to a few intriguing questions here!

What leisure activities do you enjoy?

My main hobby is skiing, though I’m not very good at it! I also enjoy fishing, especially with my boys. And road trips.

When have you been in awe of God’s creation?

Whenever I’m near a lake or a stream or looking over an alpine vista, I feel like I’ve taken a shower and busy life just washes off of me. African safaris—I’ve taken 2—have also been really amazing moments of taking in the variety, wisdom and beauty of God’s design.

What are some of your favorite movies?

Definitely “Tombstone.” R. C. Sproul said that you can’t be his friend unless you love that movie. I agree totally. I’ve watched “Sound of Music” only about 146 times. Still love it. Anything (yes, sorry, anything) with Judy Dench, Al Pacino, Sean Connery and Denzel Washington.

Who would you invite (dead or alive) to dinner? Easy. My wife, of course—and kids! Besides the apostles (Jesus is already raised, so counts under “living”), I’d say: the church fathers Ireaneus and

Augustine, as well as the Reformers Martin Luther and John Calvin (also, Peter Martyr Vermigli, an Italian Reformer). Throw in Marsilio Ficino, Queen Elizabeth I, Immanuel Kant, Goethe, Jonathan Edwards, W. E. B. Du Bois, Abraham Kuyper, Hellen Keller and R. C. Sproul and it’s a party! Even better with a few more living ones as well: J. I. Packer, Rosemary Jensen, and of course my co-conspirators at White Horse Inn: Kim Riddlebarger, Rod Rosenblatt and Ken Jones.

>> Learn more about Michael, and read the full interview: ambaa.com/speakers

september 4-7



Barry Meguiar (*IgniteAmerica*) speaks at Pinecrest (Twin Peaks CA) for Second Half Ministries on "Pray for Evangelism."

september 5-8

Time for **Momentum** ... look for our Katie Burke in [Orlando](#)!

september 9



Samy Tanagho (*Glad News for Muslims*) is at [Hope Chapel Westside](#) (Honolulu HI)—and a week later at [One Love Ministries](#).

september 10-12

It's time to [Sing! 2018](#)—this year's Getty Music Worship Conference (Nashville TN) featuring Alistair Begg, John Piper, Tim Keller and **John MacArthur** and many others.

september 13



For [KWRD's](#) (Dallas) Annual Pastor Appreciation Dinner, **Jim Daly** will be speaking.

september 17



Joni Eareckson Tada is at [Grand Canyon University](#) to speak in Chapel and at GCU's Bio-Ethics Conference.

september 21



In Greensboro NC, **John Stonestreet** (BreakPoint) joins the speaker team at the [D6 Conference](#) for family ministry leaders.

september 22

Museum of the Bible supports the hometown team as sponsors of the [Washington Nationals Faith Day](#). In addition to the game, there will be player testimonies, a concert and giveaways. Go, Nationals!

september 26



Students, teachers, and parents gather around school flagpoles today at 7AM ... but for **Cru** what happens after that is a springboard for extended impact—it's [See You After the Pole](#) (details at the Cru website).

ALL THIS MONTH

september 27-29



A sell-out crowd gathers in Indianapolis for [True Woman '18](#) featuring **Nancy DeMoss Wolgemuth**, Mary Kassian, **Bob Lepine**, Keith & Kristyn Getty and broadcaster friends such as a busload of WRVM listeners hosted by Nancy Cornell (GM Mike's wife), Lauren Kitchens (AFR's host for "Life with Lauren"), Tamara Owens (John Owen's wife, WMIT), Susan Turner (Thy Word Network), Wendy Hashley and daughter (WGNR) ... and Jennifer Perez and Peggy Campbell!

september 28



Executives of major corporations will gather for [CEO Forum](#) in St. Louis where **Anne Graham Lotz** provides encouragement to be leaders for God.

ON
THE
AIR



Barbara Rainey joins **Dennis** and **Bob Lepine** for a special series on "What Kids Need from a Mom and Dad" (September 4-7). Other guests this month include: D.A. & Elicia Horton, Laura Taggart and Milan & Kay Yerkovich.



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Jay Flowers doesn't travel without *Update*—even when it is off to Houston to greet KHCB GM **Bruce Munsterman** and Assistant GM **Bonnie BeMent**. Grateful for the long partnership in ministry.



While in Kansas City (see page 4), **John Fuller** and Jim were able to take time to stop by KJNW to visit with GM **Dave Gordon**.



**TAKE IT
WITH YOU**

Can you smell the pines? That's **Mark Channon** at Word of Life (Schroon Lake NY) with *Update* in hand!



We don't know if **Doug & Janet Myer** and family travelled from WDAC (Lancaster PA) with *Update* in hand or not—but a copy was available at Whit's End (Focus on the Family) for their visit to the Springs ... thanks, **Brian Krause**, for the pix!



Troy Lamberth (Haven Ministries) toted *Update* to Kenya where he was teaching 12 classes in early church history! He's pictured with students as well as the pastor of the church and his children.