



AMBASSADOR

WE CONNECT. MINISTRY AND MEDIA.

THE BIBLE

*Impacting the 2016
Olympic Games*



Museum of the Bible presents
a new special highlighting the
Bible's influence on the Games.

See Page 3 >>

did you know?

A new e-book from **Joni and Friends** tackles the topic of volunteer recruitment. Titled *Engaging Game Changers*, the book is third in a series called *Irresistible Church*—resources for equipping the body of Christ to effectively reach those with disability—and their families.



Speaking of Rio de Janeiro (see page 3) ... did you know that prolific author and pastor **Max Lucado** began his writing career while he was a church planting missionary in Rio many years ago?

Under the leadership of its Protecting Black Life arm, **Life Issues** has launched a new apologetic web series intended to help enhance the pro-life viewer's ability to speak into the pro-life conversation. Check it out at the ministry website!



John MacArthur recently spoke pointedly on how parents can respond biblically to the cultural assault on children. The two-part series *Shade for the Children* is offered on CD. Need a copy? Ask Michelle@ambaa.com.



tech updates [BY JIM SANDERS]



How Loud is Loud Enough?!

Every few weeks, I get a call from someone complaining about program "X" not being "loud enough." It's not an unreasonable complaint, frankly, and there's a good explanation as to why. Even though there's lots of science that goes into producing a good quality radio program, there's a boatload of art, too.

At the risk of being a bit wonky, it has to do with "loudness." All Amb-OS programs are "normalized" to -6 dBFS (six Decibels below the maximum level in a digital signal, where "0" is "full scale"). They all have the same maximum peaks, but even though the maximum peaks are all the same, there's a profound difference between the apparent loudness as a result of audio's nominal operating level.

Note the illustrations below. Figure 1 represents 60-seconds of audio, normalized to -6dBFS, with relatively little compression. Figure 2 is the same audio with the same maximum peaks, but with some degree of modest compression applied. It's easy to see that Figure 2 will appear to sound louder than Figure 1. The average levels in Figure 2 are at least 6 dB greater than Figure 1.

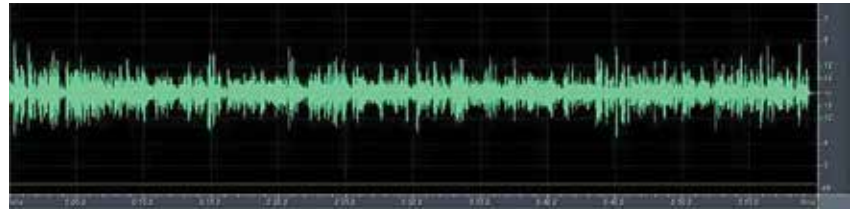


Figure 1



Figure 2

This is the same reason why CHR stations appear to sound louder than a local NPR affiliate.

Lastly, let me quote my mentor, Ken Van Prooyen, who would always tell me, "The best EQ is no EQ." He's right: the less digital signal processing necessary, the better. On the other hand, our responsibility as engineers is to ensure that we make the end product more listenable than when we got it. Don't be afraid to modestly limit the dynamic range of your audio in exchange for a program that's easier to hear.



celebration

More wedding bells at Ambassador as our tech guru, **Jon Davis**, married **Marijke Bishop** on June 18 at a beautiful setting in Central California. Both are graduates of APU and are talented musicians in addition to (for Jon) knowing how to make our computers work perfectly! We're so happy for Mr. & Mrs. Davis—congratulations, newlyweds!

THE BIBLE

Impacting the 2016 Olympic Games

Every day the 1:00 short feature **The Book** (from Museum of the Bible) makes the point that the Bible has impacted every aspect of culture—politics, architecture, scholarship, entertainment, business ... it's impossible to find any corner of our world not marked by the Bible.

And the Olympics are no exception.

This month, the world's attention will be directed to Rio de Janeiro where thousands of athletes are gathered for athletic competition. And even here ... the Bible's influence is clear.

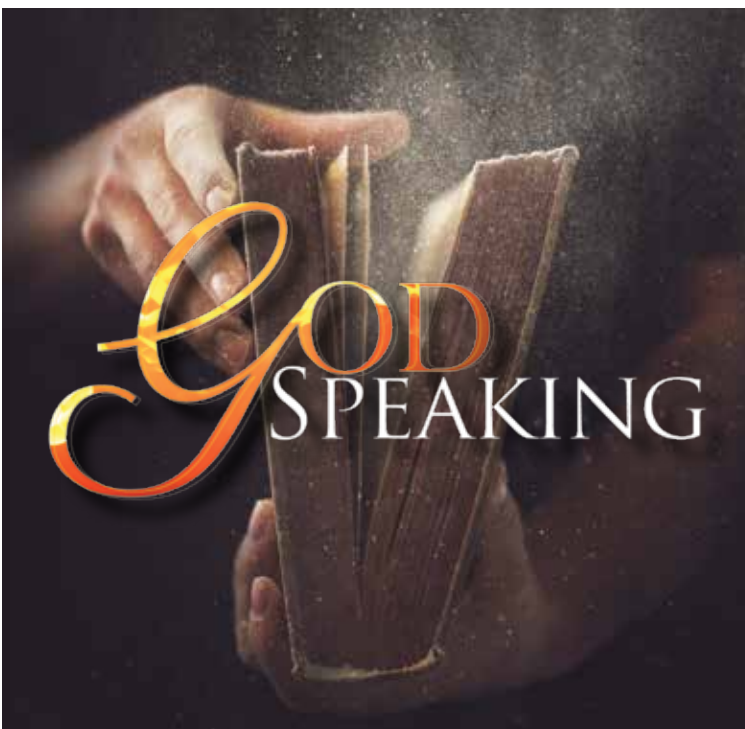
Join heroes of past Olympics and those headed to Rio this month for an "up close" reminder of how the Bible has shaped the events of the Olympics over the past 120 years of its modern history.



Eric Liddell. Bryan Clay. Madeline Manning Mims. Jesse Owens. These are just a few of the men and women who have competed and whose stories are dramatically retold in the 25:00 special.

NOTE: A corollary series of eleven 1:00 features is also offered for release in August.

Contact Haley@ambaa.com for clearance to air.



ALSO THIS MONTH ... "GOD SPEAKING"

Designed for national focus August 1-8, **Anne Graham Lotz** and others are calling us to listen together to select passages of Scripture for one hour each day.

Will you help by inviting your audience to participate? PSAs voiced by Anne, Greg Laurie, James MacDonald, Eric Metaxas and others are ready for airing. These, plus resources for posting information on sign-up at your website are available at ambaa.com/888GodSpeaking ... or contact Lee@ambaa.com.

*"Let's not just long for revival ...
let's ignite revival. God is speaking.
Let's find out together what He has to say!"*

—ANNE GRAHAM LOTZ



It was great to welcome **Don Green** to Ambassador and to have the privilege of producing “The Truth Pulpit” on behalf of his ministry at Truth Community Church (Cincinnati OH). Don was formerly Managing Director at Grace to You and our friendship has continued over a couple decades.

Nothing like live music under a summer sky—especially when it’s with great friends **Jon & Noonie Fugler** (Reach Beyond) visiting SoCal.



It was a very productive meeting with the *Ignite* crew when **Barry Meguiar** and his team drove over to AAA for our brainstorming session. (It wasn’t a long trip—our offices are about five minutes apart.) With Barry (and the beautiful Woody) are ROTW staff: **Katie Kennedy, Leslie Kennedy** and **Mike Kennedy**—and a few Ambassadors too.



On the way to Camarillo (see page 5), our team stopped to tour the **Joni and Friends** facility—including a visit to Joni’s painting studio. What a thrill! We were moved with the gift of the leaping deer necklaces from Joni’s friend, Tracy Taylor.



Delighted that two ministry partners met for the first time at the Amplify Conference—**Ed Stetzer** (*BreakPoint This Week*) and **David Wollen** (*Anchor Today*).



Now that’s friendship! At a Chris Tomlin concert event, Rick Warren greeted speaker **Max Lucado** with ... well, probably they’d call it a holy kiss.

It was “field trip day” for the Ambassador Marketing team when eight of our crew were welcomed to Salem’s corporate office in Camarillo CA. Great fellowship (and a terrific meal) with friends including those pictured. Our time together actually concluded with a visit to the nearby Reagan Library with a VIP tour of the museum that included a special current Vatican exhibit and dinner on the terrace after the place had closed. Looking forward to reciprocating ... an offer which stands for all our station partners!

Our partnership with **Ed Atsinger** extends over 40 years—from the beginning at KDAR-FM (Oxnard CA) when AAA placed “new” programs like Focus and Grace to You on the station.

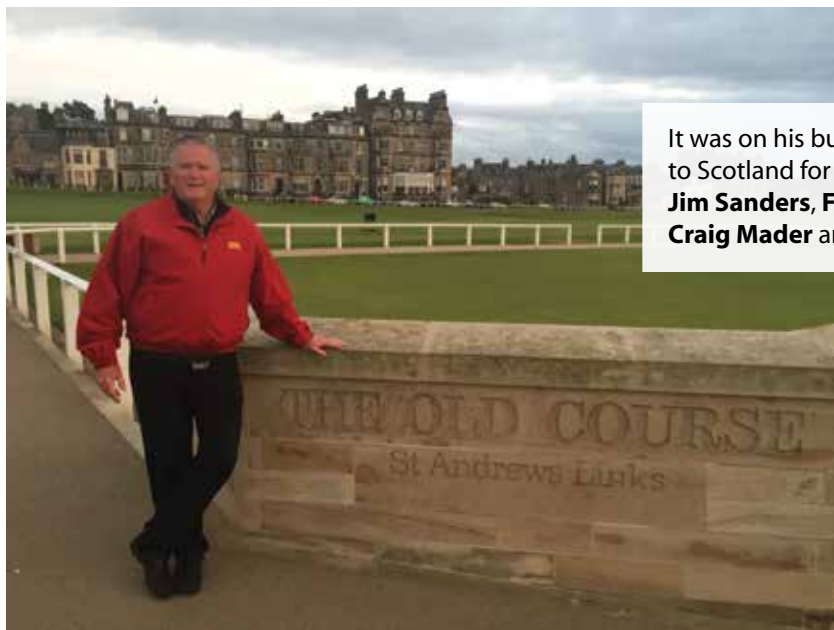


A special treat to enjoy fellowship with NY-based **Phil Boyce** and KKLA’s GM **Terry Fahy** who were at Salem for meetings as well.

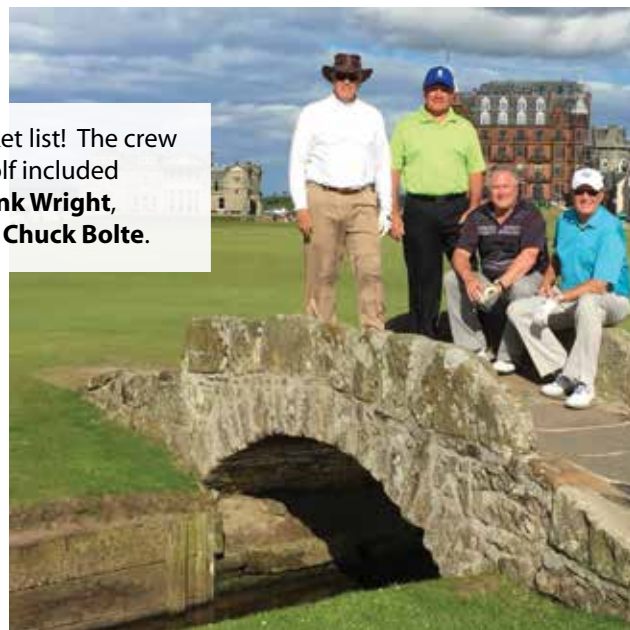


Thanks to **Chris Gould** and **Lisa Campos** (bookended by the AAA team) who hosted us at Salem and the Reagan Library.

At day’s end it was dinner on the terrace—so glad **Michelle Gould** and **Scott Hunter** could join the group for day’s end fellowship.



It was on his bucket list! The crew to Scotland for golf included **Jim Sanders, Frank Wright, Craig Mader** and **Chuck Bolte**.





Looking for how to spend good reading time? Watch this column as we introduce you to a “Top 10” suggested reading list from each of our speakers. This month it’s JOHN STONESTREET (President of The Colson Center and speaker for “The Point” and “BreakPoint”).

John writes ... *Only 10? Not sure I could boil it down to just that many, so here are ten I love — a mix of classics, plus a few newer ones I really appreciate.*

10. The Fabric of Faithfulness (Steven Garber) — The best book on Christian education that I know of, and simply a must-read for anyone interested in discipling future generations.

9. 7 Women (Eric Metaxas) — Because I have a contractual obligation to mention a Metaxas book whenever I speak in public. Just kidding — as the daddy of daughters, I like this for my kiddos — especially that these 7 women were great because they were women, not by acting more like men.

8. Not the Way It’s Supposed to Be: a Breviary of Sin (Cornelius Plantinga). A book on sin? Yes... you’d think we’d all be experts on sin already, right? In one sense —

practicing sin — we are. In other sense — understanding the scope of the fall and the impact of sin both personally and structurally — we aren’t. But we should be.

7. Alone Together (Sherry Turkle) — The most insightful commentator alive on how technology shapes our souls. Turkle, who has been observing technology and its impact for 30 years, has evolved from excited to alarmed, and she tells you why.

6. Never Eat Alone (Keith Ferazzi) — The ultimate non-creepy networker, Ferazzi will convince you of the power of relational capital, and how to get it.

5. The Way of the Modern World: Or Why We Live as If God Doesn’t Exist (Craig Gay). I’ve come back to this book to understand culture more than any other, though *How Not to Be Secular* by James K. A. Smith is a recently published close second.

4. The Abolition of Man (C.S. Lewis). This book is more true than it was when he wrote it, especially the first article “Men Without a Chest.”

3. The Book of Common Prayer (1928) — I struggle with prayer, but this collection gives me words and sharpens my requests. I often will send specific prayers to those struggling, instead of just saying “I will pray for you.”

2. How Now Shall We Live (Chuck Colson and Nancy Pearcey) — The book that made worldview cool with evangelicals, and a brilliant mix of important ideas and compelling stories.

1. Knowing God (J.I. Packer) — Theology should form our hearts and lives, and no one has written on this better than Packer. I first discovered this book in college, and am grateful I did.

Follow John on Twitter: @JBStonestreet

question of the month

The history of modern Olympics has been filled with memorable stories—we asked some friends to name a favorite Olympic moment. Share yours at our website!

I have always loved the track and field competition. Specifically, I enjoyed watching Michael Johnson win gold in both the 200 and 400 meter race in the 1996 Atlanta Games. Not only was he fast but he ran effortlessly and with class.



Mark Perry
Faculty Advisor
WIWU-Indiana Wesleyan
University (Marion IN)

The 1992 Olympic Basketball “Dream Team” winning the Gold. And Michael Phelps winning 8 gold medals in 2008. But I think the one that stands out most was the American Gymnastics Team winning the team gold in Atlanta in 1996—the highlight being Keri Strug on the vault posting the score that clinched the gold with an injured ankle!



Jeremy Smith
Operations Manager/Morning Host
WLBF (Montgomery AL)

Anytime a central Iowa Olympian is competing: Shawn Johnson or Lolo Jones, for example. Always exciting!



Dave St. John
Station Manager
KTIS-FM
(Minneapolis/
St. Paul MN)

Definitely ... Kerri Strug competing on a broken ankle and winning a gold!

Roger Henderson
The Promise
Portsmouth Broadcasting

Two very specific moments of the many over a lifetime of being glued to the set waiting for Jim McKay to speak ☺. First—when Paul Wylie won the Gold for the U.S. Figure Skating team on my birthday (February 15) in 1992. Because his parents were active in our church (Fullerton Evangelical Free) in that era, we knew of Paul’s deep spiritual commitment. After knowing his long struggle to “top the list,” it was just thrilling to watch him win that day. Second—when Azusa Pacific University alum Bryan Clay won the Gold for the Decathlon. I was with other alum enjoying a visit to NYC—a city that’s already “exciting” ... hearing the news that Bryan had clenched the Gold made for an extraordinary moment.



Peggy Campbell
President, Ambassador

My favorite memory of the Olympics is when Kerri Strug broke her ankle, yet found the strength to vault so that the US women’s team could hold on to their gold. She was then carried to the podium. What a great sign of perseverance. I remember it like it was yesterday!



Brett Larson
General Manager
WDCX (Buffalo/Toronto)

“ **Run in such a way as to take the prize.** ”

—I Corinthians 9:24

Cry Out!

As a part of the True Woman '16 Conference event, **Revive Our Hearts** will host a remarkable national prayer event for women on Friday, September 23 (7-10PM ET) ... and you're invited to participate!

Leading thousands of women in prayer, **Nancy DeMoss Wolgemuth** will be joined by **Bob Bakke, Kay Arthur, Joni Eareckson Tada, Janet Parshall** and others. The event will be simulcast nationally over Moody Radio. For more information, contact Jennifer@ambaa.com.

coming up

AUG 1-8

Listen to God’s Word one hour each day ... see page 3 for details!

AUG 2-5

CRU hosts its “Creating Options Together” 2016 Conference with the theme “Grace & Justice” and addressing issues of urban concern (St Paul MN)

AUG 6-13

Join **John Stonestreet** (The Colson Center) on the Stand to Reason Cruise to Alaska

Few things are more delightful than grandchildren fighting over your lap. —Doug Larson

This year, **SEPTEMBER 11** has been designated as **National Grandparents Day** ... in some ways it seems fitting that a date that’s become synonymous with disruption of legacy, will this year share the hope that is the baton-passing of grandparents.

To help make the celebration a significant one, we’ve prepared a number of station resources for you to use including graphics, banners, speaker-voiced PSAs and a very touching audio piece. Check our website landing page for more detail—and we’d be pleased if you used them generously!

SEP 9-11

The team at **Evangelism Explosion** (John Sorensen/Sharing Life Today) will be one of the sponsors at the Values Voters Summit (Washington DC).

SEP 29-30

Come to Colorado Springs for the “Blended Summit” held at the **Focus on the Family** campus—it’s a “blended” effort with Focus and **FamilyLife** in partnership on behalf of blended families!

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CAMARILLO, CA: Thanks again, **David Santrella, Ron Walters, Christ Gould, Patricia Tom, Lisa Campos, Ginny Leatherwood** and entire Salem crew for a great day! (See more pics from our visit on page 5)



WASHINGTON D.C.: Progress! Another pic of construction underway for Museum of the Bible facilities (Washington D.C.). Thank you, **Jeremy Burton!**



CHICAGO, IL: Attendance at Podcast Movement 2016 (Chicago) was good reason for **Brian Krause** (Focus on the Family) to stop by WYLL and visit **Danielle Geders.**



ST. PAUL, MN: Also on the road, **John Fuller** (FOF) included a stop at Northwestern on the itinerary—here with **Dick Whitworth, Paul Perrault, Karisa Rogers, Sian Taylor** and **Neil Staven.**