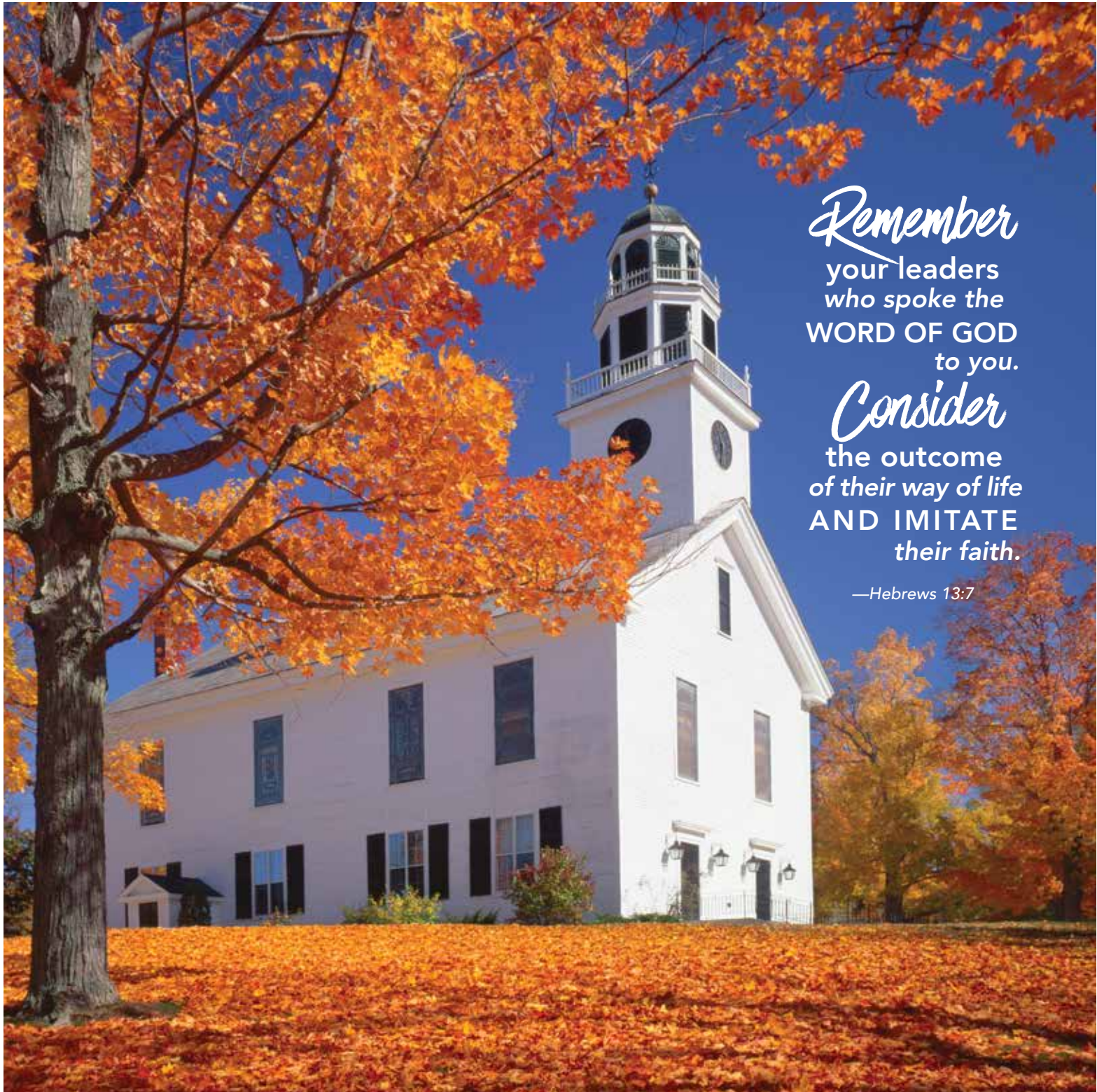




Ambassador

We Connect. Ministry and Media.

OCTOBER
2019
UPDATE



Remember
your leaders
who spoke the
WORD OF GOD
to you.
Consider
the outcome
of their way of life
AND IMITATE
their faith.

—Hebrews 13:7

INSIDE

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DID YOU KNOW?



The lessons of Mark 9 are brought to new light with an on-line study on prayer from **Carter Conlon** (*It's Time to Pray*). Go to the ministry website for a free download of the 10-step study.



According to a recent study, 71% of those using their Bible regularly say they are more generous with their time and financial resources. Just the kind of encouragement heard on each day's edition of *Be Wise and Thrive* from **Thrivent!**



This month marks the fifth anniversary of *The Boundless Show* on radio! Blessings to **Lisa Anderson**, leading the charge!

TECH UPDATE FROM JIM SANDERS

Cascaded Transcoding Error. How's that for a scintillating title?! Actually, it comes up often as we talk with stations. On a recent call, I suggested that a station transfer files from their AMR-100 directly to their automation system. That keeps the digital files in their native domain and saves a ton of time and avoids Cascaded Transcoding Errors (CTE). The station had been playing files and then record-capturing audio in real time.

Aside from the advantage of quick file management, transferring files avoids yet another layer of transcoding—going from digital (Amb-OS) to analog and back to digital (automation system) when the playback/capture is used. Any time sample rate, sample frequency or compression algorithms are changed, artifacts and errors are introduced. Radio stations face this threat because of the multiplicity of their file and audio management systems like automation system to console to STL to transmitter.

Transcoding error is a result of three possible changes in the structure of a digital file. (That file could contain audio, video, a photograph.) The three variables are:

- **Bit Rate:** This reflects the number of bits that are captured per unit of time. Common rates are 8, 16, 24 or 96 bits. The higher the number of bits, the more accuracy is reflected from one sample to the next, but you pay a price in file size.
- **Sample Frequency** is the number of times per second a bit is captured. CD's historically were 44.1kHz as compared to Amb-OS and other satellite operators at 48kHz.
- **Compression Algorithms** are designed to reduce the size of a stored file based on, in audio's case, psychoacoustical modeling, discarding "unnecessary" audio. MP3 and FLAC are examples of perceptual coding schemes.

Once a file has been stored in a bit-rate reduced algorithm (like MP3), it's *impossible* to ever re-create the original audio. The more often the transcoding occurs, the more audio errors and artifacts are introduced. So we want to transcode audio as few times as possible.

What exactly does cascaded transcoding error sound like? You'll hear a metallic series of artifacts which particularly affect high frequencies. It sounds like distortion, but in a digital way.

Since radio stations have several potential layers of transcoding error before the analog signal is ever transmitted, we recommend file transfers in Amb-OS. (By the way, HD channels are even more subject to CTE because of their significant bit rate reduction algorithms to squeeze the HD signal onto their carrier).

Bottom line? Transfer files to your automation system. If you'd like help in learning how, call us! 877-262-6728.



Ever feel like you're being asked questions you never imagined you'd hear from co-workers, neighbors, even friends and family?

In a new video initiative from **The Colson Center**, solid answers are provided from the biblical worldview perspective that is The Center's mission. Each video tackles a single question with easy-to-follow arguments and memorable visuals.

Check the website WhatWouldYouSay.org for more information about the series!



Celebrating twice over

This has been a significant year for **Joni Eareckson Tada** who marks her 70th birthday this month, having also just recently celebrated the 40th anniversary of launching the *Joni and Friends* ministry.

Beloved globally, Joni began the *radio* ministry (five-minutes daily initially) shortly after the organization was launched. It's been Ambassador's deep privilege to partner with Joni since that first program aired on May 3, 1982.

Other avenues of impact for JAF have been added along the way including family retreats, *Wheels for the World* campaigns, curriculum for disability awareness—and much more. In 2007, the International Disability Center opened its doors and has been the hub for the ministry's truly global impact.

With thanksgiving for God's grace over *Joni and Friends* and its founder, we pray for His continued blessing in every effort.

Joni ... we're so glad to celebrate this milestone year with you!



SEEN AROUND

//////
 [Clockwise] In Colorado Springs—a great brainstorm session with the **Audio and Marketing teams at Focus**; **Brian Krause** and family make it a fun dinnertime with our Katie; Focus hosted Salem leadership (**Phil Boyce, Chris Gould and David Santrella**) with a thank you for “Alive from New York” support; an off-site meeting while in the Springs for **Jim and Jim**.



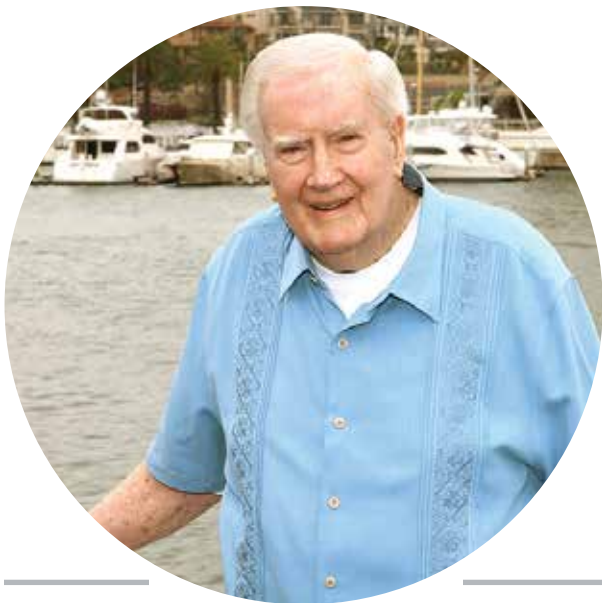
//////
 It was the 30th anniversary of Greg Laurie’s *Harvest Crusade* at Angel Stadium—great to be with **Bryan St. Peters** (A New Beginning) and program host (and former AAA staff member) **Dave Spiker**—and **Big Wave Dave** from the Fish photo-bombing ☺.



//////
 [L-R] It was a productive production ☺ dialog at Grace to You with **Corey Williams, Phil Johnson & Jay Flowers**; **Michael Horton** and **Adriel Sanchez** welcomed **Nancy Guthrie** to the Core Christianity studios; glad to have BreakPoint’s **John Stonestreet** in Irvine again (see page 2 for more news from The Colson Center).

//////
 [L-R] **John and Cathy Scaggs** joined **Bob Lepine** and a host of other broadcast friends for the 2019 *Sing!* Conference; our Charley Mefferd stopped by KCMH (Mountain Home AR) to say howdy to GM **Wade Moser** while in the area on vacation!





Al SANDERS

Our founder has been a lifelong student of the Word ... and a voracious reader. We thought it was time to hear *his* picks for a "Recommended Reading" list. For us—well, we would recommend *his* book. ***I'm Trying to Number My Days, But I Keep Losing Count!*** is filled with encouragement and humor—something Al has made a hallmark for nearly ten decades. That and a love for Christian TV and radio!

When it comes to publications which I consider a "must" in my life, it's extremely difficult to keep the number to ten (so I'll cheat a little here and there).

1 A good study Bible HAS to be number one! In my opinion, there's nothing better or more practical than ***The MacArthur Study Bible*** (published by Thomas Nelson). It's available in everything from the NKJV to the NIV. The ESV is great, but, for me personally, I choose the NASB. This Study Bible has up-to-date notes, as well as practical and easy-to-understand commentaries throughout.

2 I like using ***The Message***, by Eugene Peterson (NavPress) for the shading and nuances on popular verses. Keep in mind, though, I look at it as a paraphrase.

3 I can't do without a good hymn book. I try to memorize the ones I enjoy. Someday I expect to be in a hospital, and these are the words for my mind and heart. I like ***Hymns for the Family of God***, but most any edition will do. Your church may not even use them anymore. I like everything from ***Youth Sings***, to ***Favorites***, to the three great Maranatha chorus books. And, for the backstories, don't overlook ***Then Sings My Soul***, volumes one and two, by Robert Morgan.

4 Joni Eareckson Tada has written an absolute MUST, ***Heaven: Your Real Home***. (I have her painting to go with it. I also love ***Joni and Ken's*** autobiography, simply titled that. If you have a sick friend, don't overlook the ***Beyond Suffering Bible*** with such comforting footnotes (Tyndale).

5 Chuck Swindoll's study of Philippians, appropriately titled, ***Laugh Again***. And, I love his volume, simply titled, ***Jesus***. (I'm hoping he has one coming on my favorite Bible book, "James.") His expositions are impeccable!

6 In 2011, Billy Graham wrote about, ***Nearing Home*** (Nelson). What a reunion he must have had with Ruth, Cliff and Bev! (I've got this one pretty well marked up!)

7 It was probably a dozen years or more ago that Moody published John MacArthur's, ***The Vanishing Conscience***. It's more up-to-date than tomorrow's LA Times!

8 Always a solid challenge are books by Nancy DeMoss Wolgemuth, which is especially true with, ***Brokenness, Surrender, Holiness***. I'm anxious to read her new one (***You Can Trust God to Write Your Story***), co-authored with her husband, Robert.

9 I love ANY book by Max Lucado. I fell in love with his style 100 books ago, as I devoured, ***Six Hours One Friday***. And now, I don't want to miss his latest, ***How Happiness Happens***. (You shouldn't either!)

10 It was Dennis Rainey who challenged me years ago to pray daily, out loud, with Margaret, my bride of 72 years. You can't beat what he and Barbara have compiled in ***Moments Together for Couples***.

BONUS:

Okay, okay, I also love a good mystery story. I don't understand, however, why writers feel they need to add four letter words to move along the narrative. It's frankly disgusting. In this genre, my favorites would be John Grisham, David Baldacci, and even James Patterson (his chapters are usually only three pages long).

For reference, since the Psalms mean so much to me, you can't beat ***The Treasury of David*** by Charles Spurgeon; and my well worn edition of ***Unger's Bible Handbook***.

When the Lord calls me home, someone will be the richer for these incredible publications! Why not add some of them to your library!

OUT & ABOUT

Update in hand!



Ric McClary was in Iceland enjoying that country's beauty with wife, Darilynn (she's the one taking the photo!).



Bruce Munsterman (KHCB) met with Emmitt Fowler and Nicole Burns for strategic planning of FamilyLife's Blended & Blessed event in Houston (April 24, 2020).



In New England, Sharon Malone and Carol Corbett showed off Update in their Facebook post of our mug exchange (and we've got shelf room for more mugs!).

Report from PODCAST MOVEMENT CONFERENCE

We were grateful to have Lee Ann represent Ambassador at the recent Orlando gathering—the largest convening of podcasters in the country. Here's a snapshot of some of her take-away. Check out ambassadoradvertising.com/podcasting for even more information!

DO's & DON'Ts of PODCASTING

Don't focus on the downloads.

Do focus on the content: Give listeners content they can't get anywhere else.

Don't rely on one social media platform.

Do develop specific content for each of the distinctive platforms: Create videos for YouTube, quote graphics for Instagram and articles for LinkedIn.

Don't underestimate the power of the written word.

Do give careful thought to your podcast name and use key words in your program description: SEO strategy is key when potential listeners are searching for the very content you address in your podcast. (Tip: Google Keyword planner — a free Google Ads tool that you can use to search for keywords and see how a list of keywords might perform on the SEO scale!)



Grateful to Fred Jacobs (top), President of Jacobs Media, for presenting the conference's annual "Broadcasters Meet Podcasters" track and for the industry insights from Edison Research Senior VP, Tom Webster (bottom), shared in a conference keynote session.

ALL DRESSED UP

In 1988, Rita Payleitner promised young Randall (now the Associate Publisher at Moody Publishers) that he could be **Superman** for Halloween. She secretly also made a costume for her husband, Jay. The entire family still stands for truth, justice, and the American way!

Jay Payleitner
Author/Speaker
St. Charles IL



One of my favorites was **Raggedy Ann** when I was about 18. I tried it again about six years ago when there was a "celebrity waiter" event at a restaurant to raise money for a local charity. I even won the award for raising the most in tips! The beads were also part of the fundraiser, a little too tacky for Raggedy Ann's classic look in my opinion, but part of the event.

Robin Robinson
General Manager
WHIF Radio (Palatka FL)

Never thought I would dress up as a super hero, that is until I had my son, Jameson. For his 3rd birthday he wanted a super hero party. His birthday was 8 months ago and he still says, "Mommy you **Wonder Woman**, Daddy you Batman and I'm Captain America!"

Kari Medina
Media Strategist
Ambassador



Next month:

What biopic would you love to see get made? (We're looking forward to the upcoming *Mr. Rogers* film opening in November!) Tell us "who" & "why" at peg@ambaa.com.

STATION TOOL KITS

October is Pastor Appreciation Month! Join us in thanking pastors for their hard work, sacrificial dedication, and servant leadership! With the updated **Pastor Appreciation Tool Kit**, you'll have everything you need to mark the month or the day (this year, October 13th). Find it at ambaa.com/station-tool-kits.



COMING UP

OCT 3: Bring Your Bible to School Day with **Focus on the Family!**

OCT 3: One of many special events at **Museum of the Bible**, Dr. Robert Mullin of Azusa Pacific University shares an exciting discovery at the University's dig at Abel Beth Maacah in Israel.

OCT 4: **Anne Graham Lotz** is in Nashville TN to appear on the Mike Huckabee Show.

OCT 6: Two keynote addresses are the assignment for **Brad Mattes** (Life Issues), speaking at a national pro-life convention in Durban, South Africa.

OCT 11: Aloha, **Bob Lepine** ... in Hawaii to speak for KGU's annual Pastor Appreciation event.

OCT 11-13: "Justified: Recovering the Heart of the Good News" is the timely theme for the Cheyenne Reformation Conference at Northwoods PCA where **Michael Horton** will speak.

OCT 14-27: **Jim Garlow** and wife, Rosemary, return to Israel for a Feast of Tabernacles tour, celebrating His faithful deliverance through history for the Jewish people.

OCT 16-18: *The Sufficiency of Scripture* is the theme for this year's Truth Matters Conference from **Grace to You**, featuring **John MacArthur**, Voddie Baucham, astronaut Colonel Jeffrey Williams and others. Looking forward to welcoming many GTY broadcast partners to this special event!

OCT 24-25: FamilyLife presents The Summit on Stepfamily Ministry (Chesapeake VA) with speakers **Ron Deal**, David Robbins and many others.

OCT 30: Hosted by KFOX, **Jim Daly** is in San Francisco to encourage pastors ministering in the Bay area.



Ambassador

ambassadoradvertising.com

1641 Langley Avenue
Irvine, CA 92614

949.681.7600



@AmbassadorTeam

#AmbassadorLife

Wait! Isn't that ...

LOOK BACK

It was 1963 and the “big idea” was to create a five-minute radio program that would share the Gospel with “the man or woman on the street”—people who wouldn’t enter the doors of a church. First carried by KKRD (Los Angeles CA), secular stations aired *Guidelines for Living* without charge as a public service announcement.

Today, fifty-six years—and some 12,000 programs—later, **Harold Sala** has passed the leadership baton to eldest daughter, Bonnie. Distributed on Amb-OS nationally, the program is also heard on-air and online around the world in 16 languages.



A pioneer Christian broadcaster, Harold (who has authored more than 60 books) and wife, Darlene, have been married 60 years and remain vitally involved in the ministry, based in Mission Viejo CA.



Send in your “way back when photo” to peg@ambaa.com.