



Ambassador

We Connect. Ministry and Media.

SEPTEMBER
2019
UPDATE



We will
**TELL THE NEXT
GENERATION
the praiseworthy
DEEDS OF
THE LORD.**

-Psalm 78:4

INSIDE

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FROM AIR TO AMB-OS AND BEYOND



Reflections from Jim Sanders:



Nearly 32 years ago, Ambassador launched into satellite distribution for the first time. It was November of 1987. We called our satellite department "Ambassador Inspirational Radio" or "AIR." At that time, we were mailing tens of thousands of cassettes and reel-to-reel tapes. Many shipped two-day or next-day air. So it didn't take too much cyphering to figure out that satellite delivery would save everyone time and money.

And it did.

We operated two discrete stereo channels delivering pre-recorded and live content in both mono and stereo. We used 14 Otari ARS-1000 reel-to-reel machines, an IGM Go-Cart 24 and a very rudimentary computer. That "computer" probably didn't have enough horsepower at the time to play a decent game of Solitaire.

Because store-forward computers weren't around, we transmitted *Focus on the Family* on the hour and half hour five days per week. A station carrying *Focus* needed to do nothing more than simply pot up the right AIR receiver.

Of course, back then, everything was real time and analog. A proliferation of receiver and demodulation cards gave rise to the advent of the Christian Radio Consortium (CRC) around 2000. Wegener's Unity4000® was the platform of choice. We rapidly realized multiple feeds each day was inefficient. So when IP delivery (Amb-OS AMR-100) came around, it only made sense to increase our efficiency and reliability at no charge to stations.

Today, we carry more live content than ever. We also deliver about 1,500 hours of programming each month, about twice the number of hours in a given month. We do this because of speed. Amb-OS sends files in about one sixth the length of a program. For example, a 60-second feature takes less than 10

seconds to send.

It's amazing to realize where the Lord has taken us with such a strong support team of developers. It's fun to reminisce. But I've come to realize those WEREN'T "the good old days," THESE are the good old days!

You know I love the quote which has been attributed to many different people which says, "When your memories exceed your dreams, the end is near."

We continue to dream. There are great days ahead. The AMR-200 is on the horizon and we have plans to expand its capability. We're doing more live program delivery than ever. Our job now is to remain faithful to the task the Lord has at hand. To gently press forward in the way He's set our dreams.

Thank you for your partnership in that effort.

For a current list of Amb-OS broadcasts, visit amb-os.com.

DID YOU KNOW?



Over 36 million people in the world are *blind*—and over 80% of all visual impairment can be prevented or cured. This is why **Mercy Ships** continues to make **ophthalmic surgery** one of their most prevalent aboard the ship.



With thousands of young people headed back to school, it's a good moment to be aware of **Cru's EveryStudent.com** website. Billed as "a safe place to explore questions about life and God," the site experienced over *40 million* visits in 2018 with thousands indicating a decision to receive Christ as Savior. Check it out!

Grandparents, like heroes, are as necessary to a child's growth as vitamins. —Joyce Allston

GRAND FOLKS



Bob Lepine



Anne Graham Lotz



Carter Conlon



Don Stephens



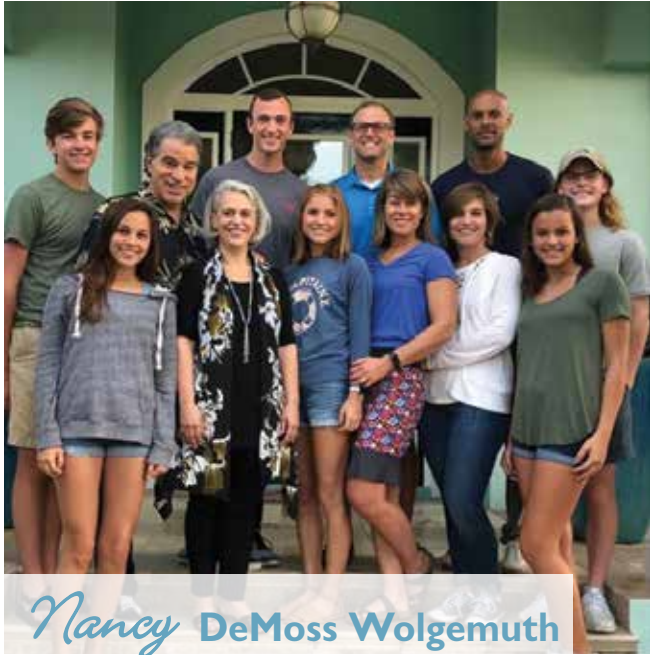
Jim Garlow



John Sorensen



Max Lucado



Nancy DeMoss Wolgemuth



Charles Morris



Brad Mattes

As we mark Grandparents Day (September 8), we thought we ought to celebrate some of our favorite grandparents ... pictured above with at least a "sampling" (for some) of their grandchild "quiver"!

For resources to help your station mark Grandparents Day, check out our Tool Kit at the AAA website.

SEEN AROUND



HERE & THERE

LEFT: Great to meet with **Barry Meguiar** and team (Michael & Leslie Kennedy and Katie Pender)—lots going on at ROTW/Ignite!

RIGHT: **Don Stephens** welcomed Jim “back to the ranch” for recording new content for *The Mercy Minute*—the ship is now on duty in Senegal.

UPDATE MOMENTS

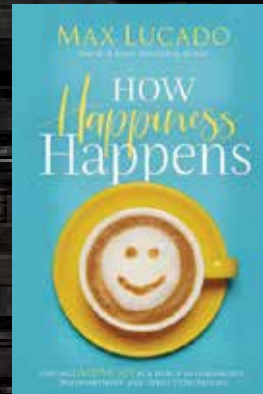
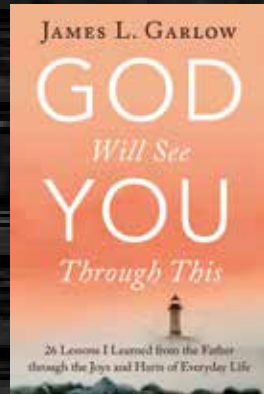
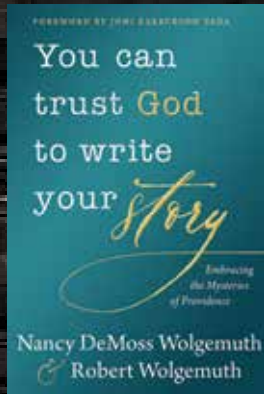
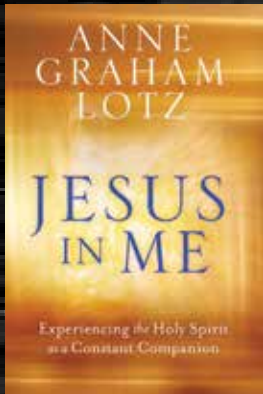
LEFT: On the road in Texas, **John Fuller** toted *Update* in hand, including a visit to this iconic Dallas “nuthouse” ☺.

RIGHT: While visiting FOF, **Carolyn Cassidy** (GM at WRFD-Columbus OH) shared an *Update* moment with **Brian Krause** (Focus).



RADIO MISSION TO HAITI

On a mission to replace worn-out equipment and to “teach us how to do good radio” (and also run VBS for 350 kids), **Paul Cameron** (GM for The Family Network in Wisconsin) and friends headed to Caneille, Haiti (about four hours outside of Port Au Prince) to Radio Calvary. While there, Paul spent time training the four men pictured—everything from on-air content, slogans, audience research and much more. And thanks for taking *Update* along, Paul!



JESUS IN ME
Experiencing the Holy Spirit as a Constant Companion

While the past year may have appeared to be a “set aside” one for **Anne Graham Lotz**, this new volume demonstrates otherwise. The author draws on her journey with a cancer diagnosis, and on her rich biblical knowledge, to help readers understand the work of the Holy Spirit. Anne notes that the Spirit is not an optional extra in the Christian life—He is a divine necessity, a vital member of the Trinity and the believer’s constant companion.

Hear Anne M-F in “Daily Light for Daily Living” and on the weekends with “Living in the Light.”

YOU CAN TRUST GOD TO WRITE YOUR STORY
Embracing the Mysteries of Providence

With unique personal perspectives, **Nancy DeMoss Wolgemuth** and **Robert Wolgemuth** reflect on the reality that God is creating a masterpiece even when life may seem to be falling apart. For anyone needing fresh hope and fresh joy in following Christ, this book will inspire the reminder of His redemption, no matter the circumstances. Even when it may be difficult to trust God, here’s the underscoring that He is in control—and our God is faithful.

Hear Nancy daily on “Revive Our Hearts” and in the short feature “Seeking Him.”

GOD WILL SEE YOU THROUGH THIS
26 Lessons I Learned from the Father through the Joys and Hurts of Everyday Life

“This” may be a sudden calamity, a burning wound, a major struggle ... whatever it is, from his own journey of grief, **Jim Garlow** shares confidently that while “this” may knock the wind out of our spiritual sails, it can also send us straight to the strength of the Father. The clear reminder is that even out of the darkest life situations (or in the most ordinary ones), God has a plan to get us through, preparing us for eternity ahead!

Hear a minute of Jim each day on “The Garlow Perspective.”

HOW HAPPINESS HAPPENS
Finding Lasting Joy in a World of Comparison, Disappointment and Unmet Expectations

Everybody wants it! Yet few (only a third of Americans surveyed) would readily say they’ve achieved it. Based on the teachings of Jesus, **Max Lucado** shares what is the path to lasting *happiness*, the kind that produces reliable joy in any season of life. Countercultural with every turn of the page, here are practical, day-to-day actions (right out of Scripture) that provide the key to a life of genuine happiness and moments of true joy.

Hear Max every day on “UpWords.”

Share your #goodreads with @AmbassadorTeam (and tag the authors above: @AGLotz, @NancyDeMoss, @JimGarlow, @MaxLucado)

GET TO KNOW



Each day **Callie Briese** shares Thrivent's advocacy to *Be Wise and Thrive* in a new 1:00 PSA. We can't wait for you to get to know Callie as we have—and to consider adding the feature to your playlist!



In a day when some say "radio is dying," Thrivent's interest in radio is blossoming. Why? Thrivent's mission is to serve Christians and help them be wise with money – and we think both stations and Thrivent

benefit when Christians are wrestling with what it means to be wise with money. As an organization, the only way we can help Christians connect their faith and their finances is if they know who we are — that we offer a different perspective from most financial services organizations. We've seen the data that shows people are tuning in to Christian radio, and we also hear from our members and financial professionals who anecdotally tell us they're listening to radio. Our hope is that "Be Wise and Thrive" will inspire people to think differently about money — so they will ultimately be able to live a more content, confident and generous life. We think Christian radio is an important way to share that message, and will also likely benefit from listeners who are more generous.

What brought you to Thrivent when you started working for the organization more than a dozen years ago? Before I joined Thrivent, I had no idea the company existed. What started out as purely a job opportunity quickly became much more. I fell in love with the organization's mission. And in my role, I get to share about our financial strength and stability as well as our mission to make a difference for families, churches and communities. I feel so blessed to have a career with an organization whose mission is so vitally important.

Over the course of those professional years, you've also grown a family. Is there a single piece of financial wisdom

that has made an impact on you personally in the midst of your serving Thrivent? There are probably two. First, making sure our family is financially prepared from the unexpected has made a huge difference in our financial perspective. Every time I get ready to go on a business trip, my husband light-heartedly says, "Did you pay your life insurance?" And while he is half-kidding, we've found there's something freeing knowing that even if God calls me home to heaven before our kids are grown, my husband won't be left to deal with both grief and financial strain. He will be able to focus on our kids and getting the support he needs. Having that baseline need taken care of has informed our other financial decisions, including our ability to be more generous. And speaking of generosity, the second piece of financial wisdom comes from Proverbs 11:24. In The Message, it reads: "The world of the generous gets larger and larger; the world of the stingy gets smaller and smaller." For me, it can be easy to let a scarcity mentality dictate my approach to money. But really, God has shown himself to be a God of abundance. He cares and provides for us. Starting to live my life with a mindset of generosity – with money, time and talents – has brought so much joy and contentment to my life. And it's brought new friendships and opportunities, too, making my world larger, just like the writer of Proverbs says.

You and Ryan have been married 13 years—where did you meet ... and what first attracted you to him? We met at church. At the end of our young adults Sunday School class, we had to pair up and pray with someone. Ryan and I were the last two left unpaired, so we prayed together. When I walked away, I thought, "I think that's the guy I'm going to marry!" which was a little startling. But God knew what He was doing and the rest is history. We dated for six months, got engaged, and got married six months later. I was

attracted to his demeanor — he's a deep thinker and very caring. He was clearly committed to discovering what it means to practically live out one's faith every day.

Tell us one thing about each of your remarkable kids ☺. Oh boy. Glad you limited it to one thing! ☺ Every time we've had a new baby, I've been surprised that they could be so different from the others before them. Olive is our oldest, and she is 9-going-on-50. She is a take-charge kind of girl, and she is a tremendous help! Delia is our 7-year-old self-proclaimed "tenderheart." When one of her siblings is upset or in trouble, Delia starts to empathetically cry. She is as sweet as they come. Seth is our 5-year-old, and he's mischievous. He loves to tease and joke around. And our baby, Abe, is a charmer. I'm treasuring every milestone with him.

What does the Briese family enjoy doing most when you have time together? Well, three of the four kids are playing soccer this year, so it feels like our second home is the soccer field. ☺ We like to play outside, travel, and just hang out together.

What's at the top of your reading stack right now? The stack is piled high! The next book I plan to dive into is *Letters to the Church* by Francis Chan.

Any favorite verse of Scripture? "I run in the path of your commands, for you have set my heart free." (Psalms 119:32)

And ... just how cold does it get in Minneapolis in the winter?! Cold enough that large bugs can't survive year-round here! And in my book, that's a good reason to live in a place with long, cold winters!

For more information on "Be Wise and Thrive," contact Katie@ambaa.com.

MY 5 FAVORITE APPS



1. Flipboard, it scans the web for topics I choose.
2. Overcast, a far friendlier podcast app.
3. Slack, our chat app at work.
4. Sleep Cycle integrates with Hue for a "sunrise" wake up.
5. Candy Crush, what can I say?

Rob Kirkpatrick
Executive Producer
Focus on the Family



1. The Bible app, the Word at our fingertips.
2. Smart View, which allows you to stream from your phone and view it on the your television. Perfect for watching sermons or movies on our outdoor screen.
3. The Weather app.
4. Pandora...music everywhere!
5. The Kohl's app, to keep track of my discounts. 😊

Sherri (Ginkel) LaMontagne (with husband, Phil)
Business Development Coordinator
WAY-FM



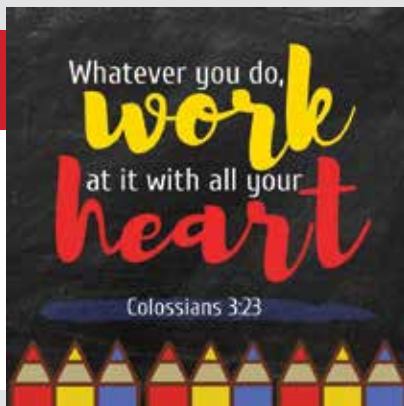
1. Waze, the BEST free GPS!
2. Sam's Club Scan N Go! No waiting in line!
3. Ripl to make great videos.
4. Canva to make anything with photos for social media.
5. The Bible app to read and have it read to me!

Josh Jones
Program Director
KKEQ/KWTD/WCF Radio Network

Next month: **What's the most memorable costume you've ever worn?**
Send in your story (and photo if you have it!) by September 13 to peg@ambaa.com.

STATION TOOL KITS

With the new **Back to School Tool Kit**, you'll have everything you need to help your listeners start the school year off right. Don't miss a brand new infographic, social media memes, and tools from your favorite ministry partners. Share the resources you find at ambaa.com/station-tool-kits.



COMING UP

SEP 4-6: Be sure to say hello to the folks from **Focus on the Family**, **Thrivent**, and our Katie Burke who are joining Christian Music Broadcasters for the **Momentum** conference.

SEP 8: Grandparents Day ... and have we got a toolkit for you! Check out the AAA website where you'll find a full complement of audio and other resources to help your station celebrate a very special date!

SEP 20-21: John Stonestreet will engage with Colson Fellows at their Fall residency. Interested in the program? You can find details at the ministry website.

SEP 23: In Dallas, **Joni Eareckson Tada** headlines the annual Criswell Legacy Awards Gala which raises funds for scholarship and resources for Criswell students.

SEP 27-28: *Revive '19* convenes in Indianapolis, encouraging leaders in women's ministries across the country. Speakers include **Nancy DeMoss Wolgemuth**, **Dannah Gresh**, and others.

SEP 27-29: FamilyLife's Weekend to Remember kicks off its Fall season in Delray Beach and Tampa FL.

NEXT MONTH

Focus on the Family presents the nationwide, student-led movement, *Bring Your Bible to School Day* (October 3)—:30 and :60 PSAs are available for airing. New this year—when you sign-up at BringYourBible.org, you can enter for an opportunity to win a trip for four to the **Museum of the Bible** in Washington DC!



Ambassador

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#AmbassadorLife

Wait! Isn't that ...

LOOK
BACK

He began working in the ministry with his dad in 1976. Beginning in 1983 with one small station, *Family Life Network* has grown to 65 signals (25 stations with 41 translators) in New York and Pennsylvania. **Rick Snavely**, CEO/President, notes that "Radio is just one outreach as we have departments in performing arts, biblical counseling, and

events as well. With a staff of about 60 people, we have been extremely blessed by the Lord to serve a large geographic area with each of these departments."



Always a "family affair" (we understand that at Ambassador!), Rick is now joined by his brother, Randy, whose son, Luke, spent the summer on staff before returning to Liberty University. And mom who is 88 "still comes to work three days a week"!

Now that's a legacy worth celebrating!



You know you've been thinking about it . . . so go ahead and send your "way back when" photo to peg@ambaa.com!