



Ambassador

We Connect. Ministry and Media.

OCTOBER
2020
UPDATE



Leaves descending to the ground,
Orange, magenta, green & brown
The cool crisp breeze in the air,
Autumn season must be here.

— Charmaine J. Forde

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DID YOU KNOW?

Can you name the nine members of the Supreme Court? Check out page 3 and then go to the [Life Issues](#) website for a [free downloadable](#) with all the information to help you pray for the justices.

As we continue to be slow at return to malls and such, you might want to check out the [Museum of the Bible online store](#)—it's filled with wonderful items for gifting or personal use. They've even got a new *mask* with that beautiful stained glass window on it!



So pleased that our [Charley Mefferd](#) has been invited to serve on the Council of Reference for [Evangelism Explosion](#). It's a pleasure to add this engagement to further support the great ministry headed by [John Sorensen](#) ("Share Life Today").



Longtime a part of [Cru](#) leadership, [Steve Sellers](#) steps into the President's role beginning this month. Steve and his wife, Christy, have four married children and live in Orlando FL, headquarters for [Cru](#).

Believe it or not, we're "zooming" toward 2021! Need a [calendar for the new year](#)?

These ministries will have one available—happy to send you one if you'll just send a note to Hannah@ambaa.com: [Joni and Friends](#), [Mercy Ships](#), [Revive Our Hearts](#), [Thrivent](#), and a Hebrew edition from [Well Versed](#).



TECH UPDATE FROM JIM SANDERS

There's nothing like the birth of your first child . . . unless it's the birth of your second child!



I confess I'm very excited that [Amb-OS is about to "deliver" our next generation](#). For several years, the Amb-OS Development Team has been working on our new "baby," the AMR-200 receiver. It's about to be born, and right now we're approaching the alpha testing phase of the receiver.

A little history: In the early 2000's, our satellite operation (which was known as Ambassador Inspirational Radio or "AIR") depended upon over-redundant feeds of a variety of broadcasts. For example, in the earliest days, Focus on the Family could be heard on the hour and the half hour each weekday on one of our channels. This was a terribly inefficient use of space segment. So, it made sense to find a way to transmit a program via satellite once, if we could figure out how to capture and store the files at the local station. This would allow us to cut our transmission costs and improve technical quality since the programs would stay in the digital domain. The bonus would be figuring out a way to augment the satellite feed with terrestrial broadband. That way, [we could virtually guarantee program delivery](#).

We looked high and low for a manufacturer who believed in our project and found Westport Research located in the Kansas City area. They had been manufacturing an array of electronics equipment (including Muzak receivers) and eagerly caught our vision. Oh it certainly took time. In fact it took us one full year just to obtain a license to the technology as there were six patents in question. Finally, [in 2008, the fruit of our labor came to fruition with the AMR-100](#). Frankly, we were surprised at its universal acceptance. That may have been in part due to the fact that those first receivers were provided free of charge to participating stations.

Time doesn't stand still: Well in the intervening 12 years, the AMR-100 has proven to be a reliable workhorse. The only moving part in the initial version (as there's no cooling fan) was an 80MB spinning hard drive. To address the potential of a hard drive failure, many years ago, we designed a solid state Flash drive replacement, which we provide at no charge to stations.

Several years ago we realized another "baby" would be needed. We traveled down the design path with the AMR-200 in mind. A photo of our new baby is above. [It's a whole new satellite/Internet receiver designed from the ground up](#). It's also half as high as the initial version: the AMR-200 is just one rack unit high. And the best of all, the same person who designed the AMR-100 firmware is involved in the software architecture of the AMR-200. What a blessing!

Each month, [we carry about 240 hours of live programming and deliver more than 1,200 hours of program files each month](#). Amb-OS also can customize content for every station every day. This unique feature has been a wonderful addition to our distribution. Each day the program host includes the station call letters or logo without any additional work required by the station.

This new receiver does all of the above and more! It's designed to be backward compatible with the AMR-100 and User Interface (UI) software. We've also "security hardened" the AMR-200 by including dual NIC cards. This will allow you to comfortably connect the receiver to your internal audio network and internet broadband network simultaneously. While we previously offered an AES/EBU output, we've added AES 64 interoperability

You'll hear more in the days to come, so stay tuned! And thank you for your partnership with Ambassador and Amb-OS!

READY
TO AIR

A Life Issues Radio Special with Brad Mattes

Court is in Session: Life Hangs in the Balance

In this timely new special from Life Issues, **Brad Mattes** is joined by informed guests who provide a “grass roots” understanding of why it matters to every American who is chosen and confirmed to sit on the Supreme Court of the United States.



“ Our nation became a better place because abolitionists did all within their power to end slavery. Now it’s every Christian’s obligation to leave their impact on America by ending legal abortion. It begins with who is nominated and confirmed to the Supreme Court. ”

—Brad Mattes, President of Life Issues Institute

HEAR BRAD DAILY on the 1:00 feature “Life Issues” for insights on the pro-life movement! Contact Lee@ambaa.com for clearance to air; the special broadcast already been delivered to your Amb-OS receiver and available on FTP.

Participating with Brad for this informative half-hour:

Katrina Jackson

Louisiana State Senator



From the earliest age, Katrina was interested in using the law to fight for the rights of all people—which makes her current role as an attorney and a Senator such an appropriate calling. Serving as a member of the State’s Legislative Black Caucus, Katrina Jackson has consistently been on the frontline as an advocate for pro-life issues. Her lifelong commitment as a follower of Jesus Christ is shared unabashedly including at her legislative website.

Bob McEwen

Executive Director/Council for National Policy



No stranger to Christian radio and NRB, Bob is known for his ability to unwrap complicated issues in an easy to understand manner. An economics major and six-term Member of the United States Congress (Ohio), Bob continues to serve in shaping thinking nationally in his role with CNP and as consultant in a variety of arenas where his experience, expertise and enthusiasm for strong government are most welcome.

Marjorie Dannenfelser

President of Susan B. Anthony List



A national spokesperson for the pro-life message, Marjorie’s work has also been published widely in national media. In addition to the SBA assignment, she serves on the board of Alliance Defending Freedom and on the Life Perspectives’ Task Force. She has been appointed to the Women’s Suffrage Centennial Commission (celebrating the 100th anniversary of the 19th amendment) by Senate Leader McConnell.

IN 400 YEARS
WHAT HAVE WE DONE WITH OUR FREEDOM?

LORD

F O R G I V E U S

**LIVE on OCTOBER 6 (7:00-9:00PM Eastern)
from PLYMOUTH ROCK**

Four hundred years ago in Plymouth, Massachusetts, fifty-one Pilgrims who survived the winter of 1620 gathered to pray.

Exhausted, without strength or strategy, and surrounded by enemies ... all that small band of believers had was a promise from God that they were being given a land where every person could worship Him freely and according to conscience.

Today, we are exhausted ... a year filled with pandemic, economic, and social concerns such as we have never known.

Now ... at this extraordinary moment in the history of our nation ... what more appropriate act might we take than to repent of our sin and to petition Him for His gracious provision yet again.

"I believe that God is asking us to return to those roots to ask forgiveness for what we have done with the freedom He gave us, to confess the sins of the nation, and to ask for one more moment of mercy for our people and our country."

—Carter Conlon



On Tuesday, October 6, Carter Conlon will lead a prayer meeting from Lot #1 in Plymouth Colony. Other participants include Ronnie Floyd, Tony Perkins, and representatives from all aspects of culture plus special music.

NOTE: As a precursor to the event, a 25:00 message from Carter Conlon has been distributed to Amb-OS receivers. We welcome you to air this content as a companion to the Tuesday PM event, or as a stand-alone special.

We invite you and your listeners to be part of this historic call to prayer! Delivery via Amb-OS; available also for tape-delay broadcast. *For further information contact Hannah@ambaa.com.*

"... If my people, which are called by my name, shall humble themselves, and pray, and seek my face, and turn from their wicked ways; then will I hear from heaven, and will forgive their sin, and will heal their land."

—2 Chronicles 7:14



Dannah Gresh

GET TO
KNOW

With the launch of *Revive Our Hearts Weekend*, Dannah Gresh begins a new assignment with the ministry. For the full story on how her involvement with ROH began (which hasn't been told before), go to our website. But start here first with these candid responses from Dannah—speaker, author, wife, mom and follower of Christ who says she's "rather undone by God's faithfulness." Read some of why below!

You've been a believer in Christ since you were a little girl. What eventually led you to focus on young girls (and their moms) for providing spiritual encouragement?

My mother handed me a devotional and a Bible when I was eight years old with the expectation that I could and should study the Bible. This launched a life-long love of God's Word. Within months, I'd crafted a family flag and scheduled my mother, father, and brother to be my first students as I led a family Bible study. The mark of a teacher is that they love learning and have to pass on what they have discovered in their studies. I guess I'm a teacher!

You've just published a study from the book of Habakkuk. What's the core message you think users will get out of that mostly overlooked book of the Bible?

The book of Habakkuk is about learning to believe that God is good and maintains control even when there is so much evil and tragedy in the world around us. Though this book is often overlooked during times of peace and prosperity, it has tended to be studied when believers needed to learn how to talk to God during epic events.

I could not have imagined the backdrop upon which Habakkuk: Remembering God's Faithfulness When He Seems Silent would be released. On my very last day of writing, I heard of a deadly novel coronavirus infecting people in China. It quickly spread to break national health care systems, empty public spaces, crash economies, and leave once powerful clusters of urban activity silenced in grief. Before we sent the book to the printer, the COVID-19 pandemic had imprinted the world. We need the lessons of Habakkuk always, but in an urgent and desperate way right now.

Tell us how you met Bob and what attracted you to him?

Bob and I met in an advanced writing class in college in which we were part of a writing team he named The Misplaced Modifiers! He's been making me laugh ever since. His sense of humor is an important part of our relationship because I'm very type-A and would forget to enjoy life without him. He makes me stop to smell the roses...and play with fainting goats and swim with sting rays at night.

You're mom to three children, all grown. What's the best part about this season of your role as a mother?

Addie and Zoe. I'm a new grandmother to twin girls and it's the most fun in the whole world. Our first born, Robby, and his wife Aleigha have given us this gift but it was not without a great need to walk in faith. The girls arrived through a high-risk pregnancy, and we watched our son lead his wife in prayer, faith, and godly decisions. That is truly the greatest thing about this season as a mom—watching my children walk in faith. No greater joy!

Your website features a picture of you with a couple of beautiful horses ... are those your horses?

Bob and I live on a hobby farm with about twenty critters, including Trigg (our Tennessee Walking Horse) and Truett (our half Arabian). We also have a mini-donkey, four mini-silkie fainting goats, llamas, peacocks, chickens, a cat, and a dog named Moose. **We're not professional farmers. YouTube comes in real handy!** But so far, we do a pretty good job of keeping everyone alive.

On a farm there are probably always chores to do, but when it's time to relax how are you likely to spend the

leisure time?

Yes, the chores! They say if you pray for rain, be prepared to deal with the mud. Well, if you pray for horses, be prepared to deal with the muck. The farm is my leisure time. I love riding the horses, picking wild black raspberries to make freezer jam, growing sunflowers, sitting by our fire pit, and watching woodpeckers.

Bob and I also love Winnie the Pooh. He reads it to me sometimes. You may not know this but Pooh hunts Woozles in the Hundred Acre Wood. (They are the equivalent of snakes! If you don't know what those are, I cannot help you.) For Christmas a few years ago, Bob cut a 1.5-mile path in our woods and named it Woozle Way. We like to walk on it and often take our small herd of goaties.

You are a prolific author yourself (more than 20 books) ... anything currently on your nightstand for reading?

I'm reading *Love Like You Mean It: The Heart of a Marriage That Honors God* by Bob Lepine and *Becoming Elisabeth Elliot* by Ellen Vaughn. I'm sure there's also something by A.W. Tozer on the nightstand. I'm always reading and re-reading his books.

Someday we may be loosed to travel freely again ... where would you like to go that you've never been before?

Bob and I were scheduled to swim with whale sharks, the world's largest fish, this July in the Carribean. This trip has been on my bucket list for a long time and for Christmas Bob wrapped up a pair of fuzzy socks with whale sharks on them to symbolize that this was the year. Apparently, it wasn't. The pandemic closed the door to that opportunity, but I'm wearing my socks until I get to go! I hope it's soon.

NEW
FOR
RADIO

— YOU ARE —

Never Alone

MAX LUCADO

A New Radio Special ♦ Airing October 2020

On your own. Solitary. Completely without company, separated from others. Isolated. Abandoned. Without assistance.

As many of us grapple with such feelings in the midst of pandemic concerns, the truth is that it doesn't take the coronavirus to evoke those emotions. Whether death or divorce, whether relationship challenges or simply the burdens of life, most of us experience days, ordinary or extraordinary, when we feel ... *alone*.

In this new half-hour special, designed to bring inspiration in the midst of the difficult days, **Max Lucado** provides warm words of comfort and encouraging reminders from the Gospel of John that:

Jesus is walking with us, lifting us out of our storms.

We can be sure of the grace of the cross and the miracle of the empty tomb.

God is our ever-present source of help—you are never, ever alone.

With special guest, Steve Arterburn, listeners will be reminded from the miracles of Jesus that God's presence and power is always ready to be engaged, no matter the challenge that may be faced.

Check your Amb-OS receiver for pre-delivery of the special; contact Hannah@ambaa.com to confirm airing and receive corollary promotional tools and giveaway resources.



MAX LUCADO

is heard daily on "UpWords" (1:00); for more than 30 years, he has pastored at Oak Hills Church (San Antonio TX).



STEVE ARTERBURN

hosts "New Life Live" each day and is also a best-selling author, founder of Women of Faith, and a teaching pastor at his home church (Carmel IN).

“ Belief is not some respectful salute to a divine being. Belief happens when we place our confidence in God. It is a decision to lean entirely upon the strength of a living and loving Savior.

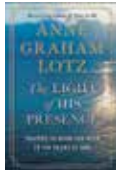
—Max Lucado

”

MAY WE SUGGEST ...

Adding these to your reading list!

The Light of His Presence: Prayers to Draw You Near to the Heart of God (Anne Graham Lotz)



Like many of us, Anne has struggled with prayer. Over the years, she discovered that writing out her prayers draws her into deeper conversations with God. In this new book, she shares forty of these tender, honest prayers for real-life situations as well as inspiring quotes from believers through the ages ... and space to journal your own prayers too.

Seven Traits of Effective Parenting (Daniel Huerta)



As Vice President of Parenting at Focus on the Family, Danny shares seven powerful character traits designed to help parents grow and thrive as they take on the challenging task of raising children in today's complex world. Parents will be encouraged to navigate family life with grace and love so their children ultimately see God's transformative power, love, and influence.

Stand Firm: The Christian Life in a Post-Christian Culture (John MacArthur)



The Christian life is a war for holiness and our calling to be set apart lands us in the crosshairs of a culture that increasingly opposes God's truth. In this latest work volume, John drafts biblical battle plans for maintaining a life of Christian faithfulness, confident that by His Word and Spirit, He supplies us with everything we need to persevere in holiness, humility, and love.

Rahab: Tracing the Thread of Redemption (Revive Our Hearts)



This new six-week Bible study based on the teaching of Nancy DeMoss Wolgemuth, contains memory verses, daily study and group discussion questions that will guide the reader/student deep into Joshua 2 and the undeniable reminder of the beauty of God's saving grace as evidenced in the life and legacy of Rahab.



1641
BITS &
PIECES

GREAT TO WELCOME FamilyLife team members to AAA for a couple days of deep-dive future-casting. Pictured (L-R): Chris Herndon, Bob Lepine and Jim Mitchell with Peggy, Jim and Michelle.



NAME CHANGE FOR "BE WISE AND THRIVE"

Stations who air "Be Wise and Thrive," presented by Thrivent, will hear a small change from speaker **Callie Briese** on each day's 1:00 feature. As a reflection of recent organizational rebranding, listeners will be reminded that life is better when it has a *purpose*. So while the main message hasn't changed (seeing money as a tool, not a goal), the name has: **"Thrive with Purpose."** Thanks to stations who continue to partner with Thrivent to help their listeners make purposeful financial decisions guided by faith and values. Check out the daily 1:00 feature at ambaa.com/thrive-with-purpose.



Ambassador

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#AmbassadorLife



Wait! Isn't that ...

WAY BACK WHEN

Just over 40 years ago, this Wheaton native and graduate of Moody Bible Institute began volunteering at KHCB-FM while pursuing his education at the University of Houston. Ultimately hired as a full-time employee, **Bruce Munsterman** worked as an announcer and producer, filling a number of responsibilities until he was eventually named President/GM of the facility in 1991.

Today, KHCB is the flagship operation for 57 outlets in five states with programming in three languages. (In addition to English, the "Keeping Him Close By Network" also provides content in Spanish and Chinese.)



Bruce and his wife, Lynn, are well-known to many not only because of the long years of service but also because of their faithful commitment to NRB, attending the Convention annually.

We salute you, Bruce, and your team—who shared the pix with us so we could rightly celebrate God's hand on your life in Christian radio!



Send in your "way back when" photos before time's up to peg@ambaa.com.