




AMBASSADOR

WE CONNECT. MINISTRY AND MEDIA.

*Is there a God?
What happens after you die?
Why is there suffering in the world?*

LIVE FROM NYC!

- In a rare opportunity, **Max Lucado** will answer listener questions LIVE from a studio in the Empire State Building.
- Help reach an audience desperate for answers to life's toughest questions.
- Broadcast is LIVE on Saturday, May 21 at 6:00 PM ET.
- Stations may air 25:00 or full 55:00; tape-delay available.
- Contact kiyong@ambaa.com to be added to list for upcoming details.

A large, close-up portrait of Max Lucado, a man with light brown hair and a friendly smile, wearing a blue button-down shirt under a brown leather jacket. The background is a soft-focus indoor setting.

Max
on
Life

did you know?

Jim & Carol Garlow recently celebrated anniversary

#40—and remain so grateful for prayer support as Carol continues a new series of chemo and radiation treatments at M.D. Anderson.



The ECPA (Evangelical Christian Publishers Association) has published its “Best of 2010”

which lists the 20 top-selling authors of the year — including Max Lucado (1), James Dobson (12), Elizabeth George (14) and John MacArthur (17).



Stay even more “updated”

—you should be receiving our “A-List” email each Tuesday for the latest in the week’s activities. Or check out our (AmbassadorTeam) Facebook page and follow us (AmbassadorTeam) on Twitter!



The Incomparable Christ series continues on “Revive Our Hearts”

—one listener wrote to the ministry: “I was listening to Nancy tonight, and prayed the prayer to accept Christ into my heart.”



The Christian Alliance for Orphans annual summit convenes May 12-13

in Louisville KY—speakers include Dennis Rainey and Russell Moore with music from artists such as Sara Groves. Go to the organization’s website for full details.



fast facts

Speaker

Vonette Bright, co-founder of Campus Crusade for Christ and founder of the National Day of Prayer

Tagline

Reaching women—reaching families—for Christ

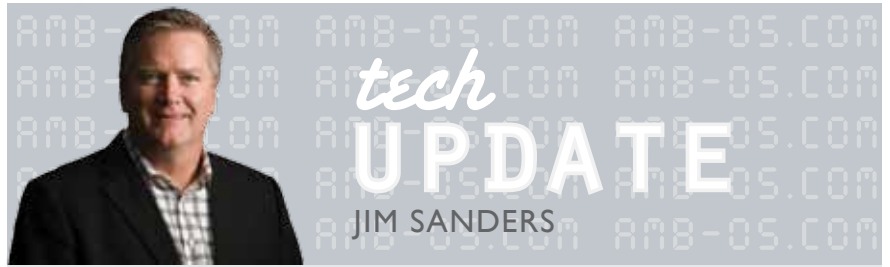
Hallmark Themes

Godly marriages, prayer, evangelism, hospitality

Latest Resource

“In His Hands”, a candid reminder of how to walk with God one step at a time

VONETTE BRIGHT
WOMEN TODAY
womentoday.org



Live Events Coming!

One of the unique features of the AMR-100 is its ability to stream live audio in addition to the delivery of pre-recorded programs. And we’re delighted to announce several live events coming up over the summer months which should be on your radar:

As you saw on the cover of this edition of Update, **Max Lucado** is hosting a live radio special from the **Empire State Building** on Saturday, May 21st. He’ll be inviting calls from your listening audience to answer the full spectrum of questions on daily life to theology. It’s “Max on Life...LIVE”! For permissioning your AMR-100, please contact kiyong@ambaa.com.



The **Harvest Festivals** with pastor, speaker and author **Greg Laurie** will once again be live from Anaheim Stadium (August 12th -14th). This year, a new venue has been added — Dodger Stadium on September 10th. As always, the evenings will be filled with excellent music and a clear gospel message. Through the years, more than 4.2 million people have attended one of the crusades and more than 350,000 indicated a decision for Christ. If you’d like to know more, their website has all the details: harvest.org. If you’d like permission for the live stream, just contact us at: programs@amb-os.com.



September 11 marks the 10th anniversary of that fateful day in Manhattan when the world changed. **Anne Graham Lotz** and **Joel Rosenberg** join together on “A Wake-Up Call for God’s People” (see next page). For more information on this stirring two-hour live special, please contact kiyong@ambaa.com.



Also, don’t forget you can now manage all your permissions by logging into our Web Portal through the link at: http://www.amb-os.com/new_new.html. It’s as simple as a few clicks and you’ll be on your way!

One last note . . . we are often asked by stations if some ministry in particular could be carried on Amb-OS. We’re always delighted to talk with organizations who are interested in simplifying their distribution life! However, the conversation usually starts with a request from one station directly to the ministry. So if there’s a program you’d like to have carried on Amb-OS, please let them know of your preference! We’d be happy to help.

Please continue to pray

for the work of **Mercy Ships** in Sierra Leone where a stampede of people on the first screening day resulted in the loss of a life. This is a desperately needy country where *mercy* is being earnestly sought, and now given through the hospital ship. Thank you for praying!



Mother's Day

“A MOTHER'S DAY QUILT—God's Wisdom for a Mom's Life!”

Meet three remarkable women who have each faced life challenges head-on in an all-new special featuring **Elizabeth George**. It will encourage and challenge all of us to be women after God's own heart.



Like this quilt? It's the handiwork of Ambassador's talented Sheri Cooper, who made this quilt for her granddaughter.



JULY 4th

“A LIFETIME SACRIFICE The Cost of Freedom”

Brad Mattes honors the spirit of Independence Day in a stirring special that includes dialog with those who have experienced the sacrifice for our country. It's a message of courage and hope!



9/11/11

“A WAKE UP CALL FOR AMERICA”

Marking the 10-year milestone, **Anne Graham Lotz** and **Joel Rosenberg** will share in a two-hour LIVE broadcast airing on 9/11/11. Worship will be led by Selah to further the evening's inspiration.



Family Facts launches this month!

A new 1:00 feature created by The Heritage Foundation, an organization dedicated to preserving the values of family and religion as one of their core priorities. *Contact kiyong@ambaa.com to confirm daily feature use!*

NRB

see more at facebook.com/ambassadorteam



1

It's become a tradition...the annual "hymnsing" with **Joni Eareckson Tada**. Our song leader received the NRB award for Short Feature of the Year for "Diamonds in the Dust", (2) pictured below with **Anna Sinclair**.



2 4



3 5



6 7



8 9



10 11



12 Close enough to Nashville ... HAVEN Today stopped by American Family Radio before the convention: **Jim Sanders, David Wollen and Charles Morris (HAVEN), Buster Wilson & Jim Stanley (AFR)**.



13 We're sure we missed a really good joke, perhaps **Lee Geysbeek** (Compassion), **Mark Heuberger** (MCBI), **Mark Green** (KYBJ) or **Barb Cline** (HCJB Global) can share next year!



14 They're surrounded! **Charles Morris** and **Brad Mattes** flank **Jerry & Fay Edwards** of WRVL-FM (Lynchburg, VA).



15 16



17 18



We Connect.

For over 50 years, Ambassador's primary role has been facilitating strong relationships between outstanding communicators and Christian media who are delivering life-transforming content.



We Create.

Every day millions hear what we write, speak and produce. And with changing technology, our expertise is being extended into new media where a timeless message can make a timely difference.



We Deliver.

Staying on the cutting edge, our Amb-OS system makes it possible for more than 50 organizations to get program content to over 2000 stations every day.

who's who



19 20



Reconnecting after a great Colson Center event in SoCal: **John Stonestreet**, **Terry Fahy**, (KKLA) **Alan Terwilliger**, **Carolyn Kim** and **Steve Bradford**.

Radio on the go! **Jack Pelon** (KPOF) doesn't miss an opportunity to interview **John Stonestreet**, new speaker for "The Point."



Jay Flowers (Grace to You) greets the Bott Radio Network team which includes **Dick Bott**, **Steve South**, **Candy Green** and **Rich Bott**.

21

Vonette Bright greets **Kyle Sexton** and **Lorra Shaw** from KCMH-FM (Mountain Home, AR).

22



23

FamilyLife's **Bob Lepine** says "hello" to **Brad Bright**.



26

(3) All the way from Turkey was **Soner Tufan** and **Sarah Wibberley** from Radio Shema (winner's of NRB International Broadcasters Award) who presented a gift to Revive Our Hearts' **Wes Ward**, **Tom Mathis** and **Martin Jones**.

(4) Chloe (Ambassador's Scottish Terrier mascot) was not forgotten in the NRB treats! **Tom Steigleman** from KATB-FM (Anchorage, Alaska) surprised **Peggy Campbell** when he stopped by Ambassador's hospitality suite with a gift for Chloe.

(5) Compassion International's **Wess Stafford** took a seat across from **Bob Crittendon** at Faith Radio's studio-away-from-home on the convention floor.

We love giving things away! It all started with (6) **Carolyn Kim**, who kept herself busy with three workshops on SEO and social media. She's pictured here with **Kyle Dowden** from KWFC-FM (Springfield, MO), who was the winner of a complimentary SEO & social media analysis by Carolyn. (7) **Anna Sinclair** awarded **Jeff Bean** from WCRH-FM (Williamsport, MD) a multi-ministry giveaway package he's looking forward to using in their upcoming sharathon.

(8) **Sheri Durbin** of WDNX-FM (Savannah, TN) was the happy recipient of an Amb-OS receiver, pictured here with **Dick Becvar** and **Robert Jacobsen**.

(9) Of course, the most coveted prize was actually two prizes: two 47" flat screen TVs that went to a surprised **Dave Young** of Blount Communications and **Doug Hastings** of Moody Radio.

We think this was pre-planned, but these guys tell us otherwise. (10) **KiYong Kim** and **Kevin Shelton** (Life Issues) are close but no match for (11) **Andrew Mellish** (also from Life Issues) and **Robert Jacobsen**, who are actually wearing the exact same jacket.

Ministry knows no borders, as HCJB Global shared with radio friends like (15) **Dave Jolly** (Moody Radio) and like-minded ministries. (16) Pictured here are **Charles Morris** (HAVEN), HCJB Global's **Ron Cline**, **Wayne Pederson**, **Colin Lowther**, and **Brad Mattes** (Life Issues).

(17) We're pretty sure **Ric McClary** (The Light Radio Network) is sharing his excitement for The Heritage Foundation's new short feature "Family Facts". Either that, or the bowl of white chocolate sitting on the table in front of **Jim Sanders**, **Ken McIntyre** (Heritage), **Dick Becvar** and Ric. (18) We hope **Carolyn** and **Evelyn** gave a box of the popular treat to **John Bracken** of WRDJ-FM (Merritt Island, FL) before he left our suite.



24



27

(24) "Name That Tune!" from FamilyLife returned to NRB with help from **Bob Lepine**, **Michelle Blood** (Ambassador), **Michelle Hill**, **Michael DeLon**, **Pete Thompson** and **Emmitt Fowler**. (25) The night's winners took home iTunes gift cards. Congratulations goes to **Steve Ostini**, **Charlie**, **Bob Crittendon**, **Bryan Race**, **Ken McIntyre**, and **Bob Taylor**.



25



28

Lee Ann Jackson and **Katie Burke** enjoyed a little "Family Talk" over breakfast with **Ryan Dobson** and **Bob West**.

(26) At the Media Leadership Dinner, **Ed & Mona Atsinger** had occasion to greet **Peggy Campbell** and **Dr. Dobson**. (27) Later, men from Moody Radio heard the latest from the year-old ministry of FamilyTalk.



We Serve.

Our history of innovative thinking helped to create some of the programs that changed the course of Christian broadcasting. We're proud to continue to work with voices that impact culture and equip believers for Kingdom work.



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COMPASSION AT WORK

... at Ambassador!

It's a joy for many of us to "amplify" our professional service to Compassion International with deeper engagement in a variety of ways. Note that April 10 has been designated *Compassion Sunday* across the country!



Evelyn Gibson headed to Boulder to attend training with Compassion's new advocate coaching team.



Robert & Amy Jacobsen recently served as sponsor coordinator volunteers at The Rock and Worship Road Show.



CHUCK COLSON ON THE ROAD

... doing the right thing!

The national tour continues on behalf of a new video curriculum series—this month finds Chuck, John Stonestreet and others from the Colson Center in Denver (April 7) and Minneapolis/St Paul (April 9).

For more details on this outstanding project, go to www.colsoncenter.org.



JONI AND FRIENDS' GLOBAL

... international family retreats

This month the wonderful refreshment enjoyed by thousands in the U.S. at JAF sponsored Family Retreats will be experienced by families with disability in Guatemala and Serbia. Eight other events are scheduled this year including two in China and Romania as well as Cameroon, Ghana and Canada.

Want to participate? Go to www.joniandfriends.org.

Just released!

Go to our website to get Ambassador's Guide to a Super Spring!



How do you rejuvenate?

There's something proverbially refreshing about springtime. Other than spiritual intake, what is a surefire "rejuvenator" for you?



God's provision of things like the following are guaranteed rejuvenators for me:

- A date with Carrie
- A belly-laugh with Graham, Maggie, Benjamin and Emma
- A dinner with all of the above asking them questions
- A time of tug-of-war with Jeffrey the Lab Dog
- A run or bike ride down a country road
- A team project completed
- A time helping a team member discover and use their strengths
- A brand new idea
- A creative moment or thought
- A change in almost anything
- A challenge
- A task completed
- A good book and time to read it
- A good radio program (or podcast or audiobook)

Wes Ward
Director of Media for Revive Our Hearts

"In the sweetness of friendship let there be laughter; for in the dew of little things the heart finds its morning and is refreshed."
—Kahlil Gibran

"To sit in the shade on a fine day and look upon verdure is the most perfect refreshment." —Jane Austen



"Every spring, I buy my wife, Janet, daffodils. She enjoys them and we are reminded of when we first married and finding a great deal in a catalogue, I planted hundreds of daffodils so that we could enjoy the Lord's creation with the coming of spring. In those early springs of marriage and now when I look for a sale on the bright yellow flowers in California, I am reminded not just of my marriage, but my hero Winston Churchill. In the height of World War II, while driving through the English countryside to encourage the troops, he stopped and wept over the loss of life, while gazing over a host of golden daffodils. Known for his prodigious memory, he would quote aloud the famous poem by Wordsworth."

Charles Morris
Speaker for "HAVEN Today"

"Art washes away from the soul the dust of everyday life." —Picasso



"I love to go for a walk before daybreak. Watching the sun come up is amazing! Another thing that I love is going on family vacations. California, New England and Disney World are some of our favorites."

John Gates
Music Director/On-Air Personality for Bridge FM

John is also a member of the group "Glad" — an Ambassador-wide favorite! First to agree, we'll send you one of the Glad CDs!

Speaking at their Library dedication, **John MacArthur** will be at the Angola LA State Penitentiary.

APRIL 4

Chuck Colson will participate in an IFI (InnerChange Freedom Initiative) event at the Minnesota Correctional Facility.

APRIL 7

Interested in participating with **BGEA** in their Rapid Response Team? Training occurs nationwide—check the website for the full schedule; today it's in Virginia Beach VA.

APRIL 9

Take a "Vision Journey" with **Ron & Barb Cline** — this one heads to Ecuador, base for HCJB Global's international operations.

APRIL 9-19

Couples gather at "Weekend to Remember" events in Seattle, Kansas City, Lake Tahoe, and Santa Clara CA. Just one way ("The Art of Marriage" video series is another!) to extend the impact of **FamilyLife**, providing "help for today and hope for tomorrow."

APRIL 15-17

COMING NEXT MONTH
Joni Eareckson Tada is Honorary Chairman for the National Day of Prayer (5/5); **Dr. Dobson** in SoCal for KKLA Pastors' Luncheon and Listener Event (5/26).



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2011 VERSE: “Whatever you do in word or deed, do all in the name of the Lord Jesus, giving thanks through Him to God the Father.” —Colossians 3:17

WHAT LENGTHS?

In the many years since Al Sanders began making the famous “white chocolate-covered peanut candy” we are known to distribute, we’ve heard from more than one person how much they like it. A recent petition from Jessica Powell of Life Issues Institute caught our attention – however; the follow-up thank you that included pictures of her new daughter Liya was definitely the best we’ve received!



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