



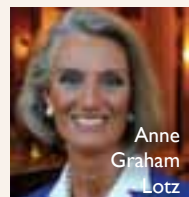
# AMBASSADOR

WE CONNECT. MINISTRY AND MEDIA.



“ May God graciously bring revival, heal our land, and bring about a true national unity which exalts righteousness. I urge every citizen – and noncitizen residing within our borders – to join hands on May 5th, bringing praise, confession, and intercession before the Throne of the Lord ”

Joni Eareckson Tada  
Honorary Chairman  
National Day of Prayer 2011



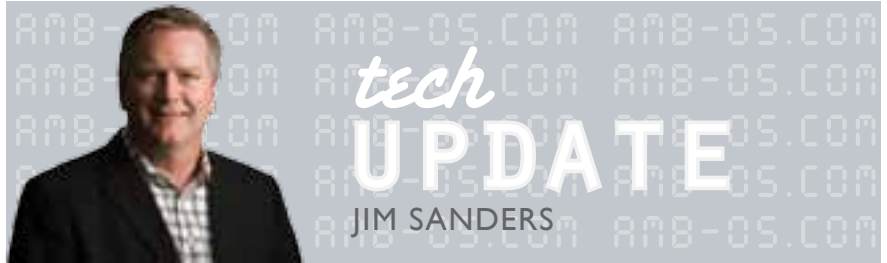
This year, the 60th Annual National Day of Prayer will be marked on Thursday, May 5th. Honorary Chairman **Joni Eareckson Tada** will be joining Chairman **Shirley Dobson** in Washington DC to lead events held nationwide. In Michigan, **John Stonestreet** (“The Point”) will speak at a WLJN-hosted Prayer Breakfast while **Anne Graham Lotz** (“Daily Light for Daily Living”) will address a gathering in Lancaster, PA. Visit [nationaldayofprayer.org](http://nationaldayofprayer.org) to register an event.

did you know?



For the first time ever, *Grace To You* invites listeners to a Bible conference on the grounds of Grace Community Church (Sun Valley CA) this Fall (September 1-4) – a sell-out crowd is expected!

New from **Dennis Rainey** is *Stepping Up: A Call to Courageous Manhood* in which he offers a simple yet powerful vision for what it means to be a man who truly conquers—and truly wins.



Get Connected

When the Amb-OS AMR-100 was originally deployed, it was sent to stations which has a satellite receiving dish looking at AMC-3 (where other Christian Radio Consortium networks are located). However, we're now deploying an internet-only version of our receiver.

If you're carrying long-form Christian teaching/talk programs and don't have a receiver, check out our list at: <http://amb-os.com/broadcasts.html>. Let us help you get connected with an AMR-1001 which will make your downloading life easier!

CR Tech Dinner

What a delight to see more than 50 of our broadcast friends at the Christ Radio Technical Forum dinner at NAB in Las Vegas. Thanks to Tom Boscher of WCSG in Grand Rapids, Michigan for putting the group together. If you don't already subscribe, you should! You can find out more at <http://www.crtech.org>.



At [familyfacts.org](http://familyfacts.org), one of the many resources you'll find are briefs from **The Heritage Foundation** which give at-a-glance insight into important trends related to family and society from social science research—including concerns such as "Family Environment and Children's Prospects for Marriage" and "Religiosity and Charity/Volunteering." Take a look at [familyfacts.org](http://familyfacts.org)!



fast facts

**Senior Pastor:** Skyline Wesleyan Church (San Diego CA)

**Latest Book:** *Encountering Heaven & the Afterlife*

**Family Includes:** Wife, Carol (thanks for prayers as her battle with cancer continues); four children

**Educated at:** Drew University (Ph.D./Historical Theology) and Princeton Theological Seminary (Master/Theology)

**Also Serving:** Chairman of REAL (Renewing American Leadership), committed to "defending and promoting the three pillars of American civilization: freedom, faith and free markets"

JIM GARLOW  
THE GARLOW  
PERSPECTIVE  
[jimgarlow.com](http://jimgarlow.com)

SIGN UP: [carolyn@ambaa.com](mailto:carolyn@ambaa.com)

GROW your reach

Ready to start or jump start your impact on the web and in social media? Sign up for our free webinars, led by Ambassador's Social Media & SEO expert!

**SEO 101:** Being Found Online -- Learn the starting steps for your online SEO strategy! **Webinar: May 4 @ 9:00AM PST**

**Social Media 101:** Basic Building Blocks -- Learn the key to "being" social online...not just "doing" social media! **Webinar: May 5 @ 9:00AM PST or May 11 @ 9:00AM PST**

**SEO 201:** Getting Technical -- Discover the next level of SEO and where it can take your web presence! **Webinar: May 12 @ 9:00AM PST**

"The key to having strong SEO and Social Media strategies is knowing where to start! It's actually surprising to most people when they discover the simple steps they can take right away to start seeing improvement in their online communications!"

Carolyn Kim  
SEO ToolSet Certified by Bruce Clay/Google Individually Qualified





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

## LIVE ON 5/21

- In a rare opportunity, **Max Lucado** will answer listener questions LIVE from the studios of the Empire State Building.
- Help reach an audience desperate for answers to life's toughest questions.
- Broadcast is LIVE on Saturday, May 21 at 8:00 PM ET.
- Stations may air 28:00 or full 55:00; tape-delay available; 4x1:00 cutaways.
- Contact [kyong@ambaa.com](mailto:kyong@ambaa.com) for clearance to air and more details.

# Max on Life

## “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.

Contact [jennifer@ambaa.com](mailto:jennifer@ambaa.com) for details!



# Connecting



## THE WORLD OF RADIO:

Our team (including Bill, Jennifer, Lee Ann & Robert) enjoyed a visit from **Richard McIntosh** who now serves as GM at KWVE-FM here in OC--we were treated to a glimpse at Christian radio history from Richard's vantage point ... spanning more than a couple decades.

We always appreciate the impromptu visit whether it's to fellowship, or just to pick up the always-ready box of AI's famous white chocolate. Delighted that **Earl Trout** (representing stations across the country) did just that! (Pictured with Ki Yong Kim/AAA.)

## RADIO TO THE WORLD:

Nothing better for refreshing our worldwide outlook than a visit from Wayne Pederson (President **HCJB Global**). The entire team enjoyed devotions with Wayne and Dick Jacquin (MIA in the photo)--but just a few of the tribe made it into the photo. You should know their faces by now.

We love putting our studios to good use! Recently it was a delight to host Gregg Harris, sitting at the microphone (here with Jim Sanders), on behalf of his work for **FEBC**--world headquarters just up the road from us in La Mirada CA.



## 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.



### AROUND THE WORLD:

**Charles Morris** headed to the Far East recently to meet with the team that produces the bilingual version of HAVEN TODAY. The broadcast airs nightly across China giving opportunity for many, including university students in cities like Wuhan, to hear the Gospel.

Longtime friend of Ambassador, **Elaine Crane** (center in photo) brought us a report on her return to Trinidad where she and her husband, Dave, ministered for many years before retiring -- and then spending a decade in China (where she heads next!). What an inspiration that despite her husband's homegoing, God has a plan for her life!

**Vonette Bright** (who continues to serve on the Board of National Day of Prayer which she founded) was in Fiji for a Campus Crusade staff conference where she enjoyed a special tea ceremony and was presented with a gift reserved for very honored guests -- a whale's tooth!

### DOWN THE STREET:

What's become an annual NRB favorite event was replicated at the Evangelical Free Church in Fullerton when **Joni Eareckson Tada** was on site for a good old-fashioned hymn sing. The entire Ambassador crew joined host Al Sanders for 90-minutes of unparalleled spiritual refreshment that included a surprise phone call and opportunity for everyone to sing "Just As I Am" with George Beverly Shea!



### REMEMBERING A FRIEND:



Joni recently lost a dear friend and supporter of the ministry. Hugh Martin was the writer of many tunes including the beloved holiday song, "Have Yourself A Merry Little Christmas."



### 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.



# AMBASSADOR

WE CONNECT. MINISTRY AND MEDIA



**“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.

*For more information on any of the above special radio events contact [kiyong@ambaa.com](mailto:kiyong@ambaa.com).*

**JUST ANNOUNCED!**



**9/20/12**

**True Woman '12 National Women's Conference**

Stay tuned with for more details from Revive Our Hearts on this event coming to Indianapolis!

Follow Nancy!

**This November . . .**

Revive Our Hearts welcomes women's leadership from around the country for "revive '11" in Indianapolis. *Check [reviveourhearts.com](http://reviveourhearts.com) for details!*



You can now find Nancy Leigh DeMoss on twitter @NancyDeMoss



June 12 may be the **World Day against Child Labor**, but *every day* Compassion's sponsors help keep their sponsored children in school so they have opportunities for better futures. Here are a few staggering stats on worldwide child labor:

**218 million**

The # of children ages 5-17 engaged in child labor in the world today.

**22,000**

The # of children who die in work-related accidents every year.

**Speak Up With Compassion . . .**

That's what Compassion President **Wess Stafford** does every day on behalf of children. *For details on his 1:00 short feature contact [katie@ambaa.com](mailto:katie@ambaa.com).*



## What are you handing down?

Did you see our latest video production at NRB? If not, watch the moving video, *“The Things We’ve Handed Down,”* now at [ambassadoradvertising.com](http://ambassadoradvertising.com). *“Hand” it down!*



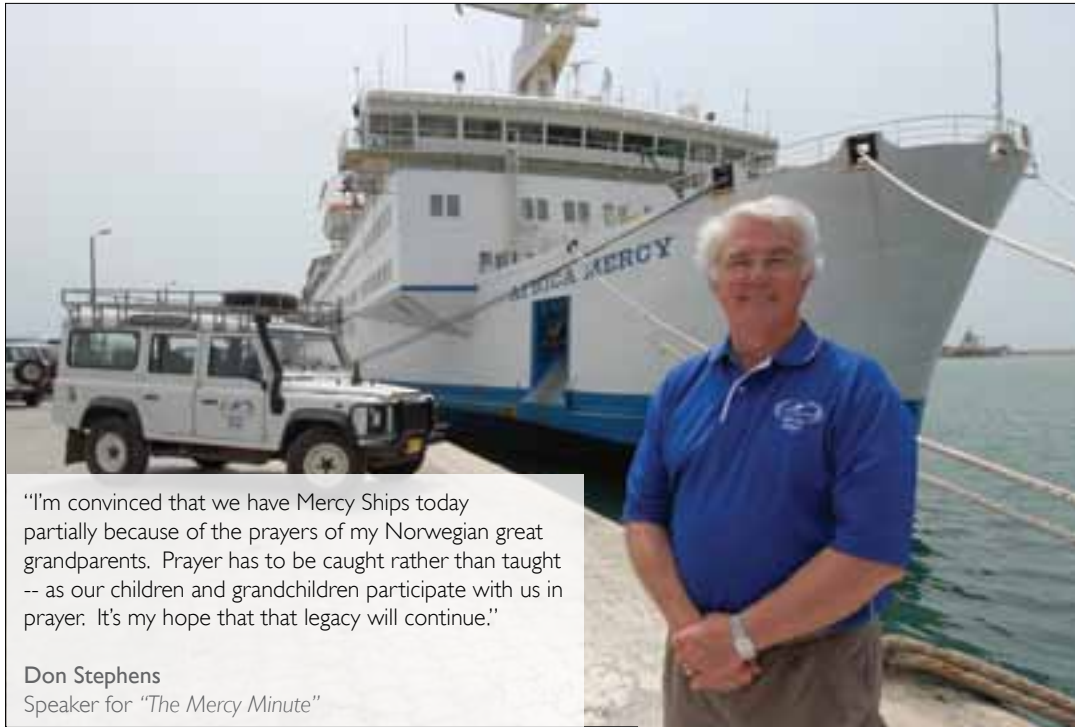
### Meet . . . Sheri Cooper

Someone who’s creating keepsakes for *handing down* is our own Sheri Cooper who has been a part of the Ambassador crew for over two decades (interrupted briefly for a stint of living in San Diego).

Every day, Sheri serves as the first welcome inside the doors of AAA – and the first voice heard by callers. But that’s not all she manages, working alongside of both Accounting and Marketing teams to help fulfill our ministry here.

When she’s not working, Sheri is creating pieces of art in the handmade quilts she stitches for children and grandchildren. One of hers is the backdrop we’ve used for promotion of the Mother’s Day special with Elizabeth George this year.

Sheri’s faithful prayers on behalf of co-workers as well as family and friends are a hallmark of her life. And we love that those quilts will be a reminder of those prayers long into the generations ahead. That’s what handing it down is all about!



“I’m convinced that we have Mercy Ships today partially because of the prayers of my Norwegian great grandparents. Prayer has to be caught rather than taught -- as our children and grandchildren participate with us in prayer. It’s my hope that that legacy will continue.”

Don Stephens  
Speaker for “The Mercy Minute”



“I pray they retain the capacity to be steadfast and faithful to their commitments. Something gained from my parents. And the ability to laugh...finding joy in the world around us! (Nehemiah 8:10)”

Brian Taylor  
Salem Media of Colorado



“An attitude of gratitude. I tell them to count each blessing everyday, before lamenting anything.”

Bill Reitler  
Producer for Ambassador

## may dates:

Brad Mattes is in Quito, Ecuador, on behalf of life issues and *Life Issues!*

MAY 2-9

Chuck Colson, John Stonestreet and others are in Chicago, next stop on the national “Doing the Right Thing” Tour.

MAY 7

Will Graham speaks at the Jersey Shore Celebration (Belford NJ).

MAY 20-22

Noontime with pastors and wives, evening with listeners and friends—it’s a day in SoCal with **Dr. James Dobson**, hosted by KCLA.

MAY 26

Franklin Graham is in Los Angeles for “El Festival de Esperanza” (June 24-26); **John MacArthur** speaks at the Resolved Conference in Palm Springs (June 24-27); join **Ron Cline** (HCJB Global) in Israel (June 6-17).

JUNE EVENTS



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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

# AAA adventurers ...

**Jery Lee** and wife, Joanne, have made it into the Guinness World record books—one of 118 people inside a bubble at the Discovery Science Center in Santa Ana – (previous record was 94, accomplished in Germany 2009).

No record was involved but we felt **Evelyn Gibson** proved once again how remarkable she is—zipping backwards and upside down thru the Ecuadorian jungle. Also on the trip? Ev's sister, Sharon, and Sheila Leech of HCJB Global and Robin Jones.

that's Jery!



that's Evelyn!

