



AMBASSADOR

WE CONNECT. MINISTRY AND MEDIA.



It was ten years ago this month that the voice of **Nancy Leigh DeMoss** greeted listeners to a brand new program for Christian radio. In the ensuing decade, **“Revive Our Hearts”** has been the catalyst for deep spiritual impact in the lives of thousands of women. [More details inside.]



“...lives and homes are being sanctified, God is being magnified and glorified, and His Kingdom is being furthered in this world. What an unspeakable privilege! What a calling! And what a joy to be yoked together with you in fulfilling that calling. Thank you, Lord. Great is His faithfulness!
—Nancy Leigh DeMoss”



did you know?



Since docking in Sierra Leone earlier this year, the physicians aboard *The Africa Mercy* have performed over 500 eye surgeries and distributed more than 1,100 pairs of glasses. They've

also extended dental care to nearly 5,000 patients. The "Outlook of Hope" surgeries (cleft lip and palate repair, and other maxillofacial procedures) have transformed nearly 400 men and women. And that's not all. For a full report on **Mercy Ships** ministry, check out mercyships.org.



Planning ahead? We'll have all new specials for the holidays—both Thanksgiving (**Compassion**) and Christmas (**Elizabeth George**) for your airing this year. Stay tuned for more details next month!

Lots going on in September—including Grandparents Day (9/11)! To help you mark that, features from **Emilie Barnes** ("Keep It Simple"), saluting that "elder generation," are available at our FTP site.



New to the Amb-OS Family!

Our family keeps growing, and we're pleased to announce the addition of *Pathway to Victory*, the teaching ministry of **Dr. Robert Jeffress**, Senior Pastor of the historic First Baptist Church of Dallas. His practical exposition of God's Word is aimed at applying the principles in Scripture to everyday life. The goal of *Pathway to Victory* is to lead people to become obedient and reproducing disciples of Jesus Christ, just as Matthew 28 commands. Check out their website: ptv.org. And if you'd like to add the feature to your station, just send an email to programs@amb-os.com and we'll be happy to do so.

Permission Yourself

We mentioned above that you can send an email to programs@amb-os.com if you're interested in adding a new broadcast. That's certainly still possible. But even better yet, we've set up a page at our website where you can manage the permissions for your own receiver(s). It's a simple login page with two lists: programs available to add and programs which are currently permissioned on your receiver. You can start the login process by going to amb-os.com/permissions. Go ahead and give it a try! Some programs are added automatically, some require someone from the ministry's marketing department to approve. But this is a great way to request multiple files from multiple ministries all in one fell swoop!

fast facts: revive our hearts celebrates 10 years



The new program launched 9/3/01 on more than 600 radio outlets as successor to Elisabeth Elliot's *Gateway to Joy*; it now airs 912 times a day on 739 outlets.

A 1:00 short feature ("Seeking Him") began in 2005; it now airs 892 times a day on 777 outlets.

Also in 2005, the quarter-hour format expanded to 25:00 daily. Thanks to station partners who worked with us through that transition!

In 2008, the first "True Woman" national women's conference was held in Chicago; more than 6,300 women attended.

In 2010, a Spanish radio outreach was birthed through a strategic partnership with women in the Dominican Republic.

This year Nancy started "tweeting" (@nancydemoss); ...and next year it is "True Woman '12" in Indianapolis (9/20-22).



Joni and Friends Family Retreats Summer 2011

Be Free!

Ambassador's Katie Burke (third photo/blue hair) recently had the privilege of mixing her professional calling with hands-on ministry engagement at a Joni and Friends Family Retreat. Here's her first-hand report...

"I would do it again!" That's what I told people when I returned from serving as a "Short Term Missionary" at a Joni and Friends Family Retreat. "Adventure" is the word that I keep using to explain the week-long experience. Here are just a few of my favorite memories:

Enjoying square dancing where half the participants are in wheelchairs.

Smiling when hearing a first-time Short Term Missionary (and a new Christian!) say she learned about the Family Retreat from her Christian radio station.

Talking with teenagers who have siblings with disabilities – and sharing my own story of growing up with a brother with disabilities.

Witnessing a new friendship between two women – both born without legs – who share a unique physical and spiritual bond enjoyed in Jesus Christ.

Holding back tears as a girl with cerebral palsy "sang" along to the Carrie Underwood song, "This is My Temporary Home" during the talent show.

From water fights and craft time to worship and Bible studies... families, staff and volunteers all resonated with this year's theme ("Be Free!") and theme verse: "For where the Spirit of the Lord is, there is freedom" (2 Cor. 3:17).

Taste the adventure!

There's more to experience from this Family Retreat 2011 season at Joni and Friends website:

1. Hear what one teenage girl did for the first time at a Family Retreat since the accident which forced her to live life in a wheelchair: joniandfriends.org/blog/alicias-amazing-feat
2. See Joni explain the meaning behind this year's theme, "Be Free," as she shares a glimpse of her experience at a local retreat: joniandfriends.org/blog/be-free-family-retreat
3. What is it like being a "Short Term Missionary"? Watch this video (or just ask Katie at katie@ambaa.com) to find out: joniandfriends.org/family-retreats/for-volunteers

Evelyn & Anna got into the spirit of "Family Retreats" when Katie revealed she brought home more than just a great report from camp... blue hair spray!

Noticing anything else that's different? Anna is also sporting her own summer service activity after donating 10 inches of her hair to Locks of Love.

You can talk with Anna about how you may connect your listeners with Joni & Friends at anna@ambaa.com.

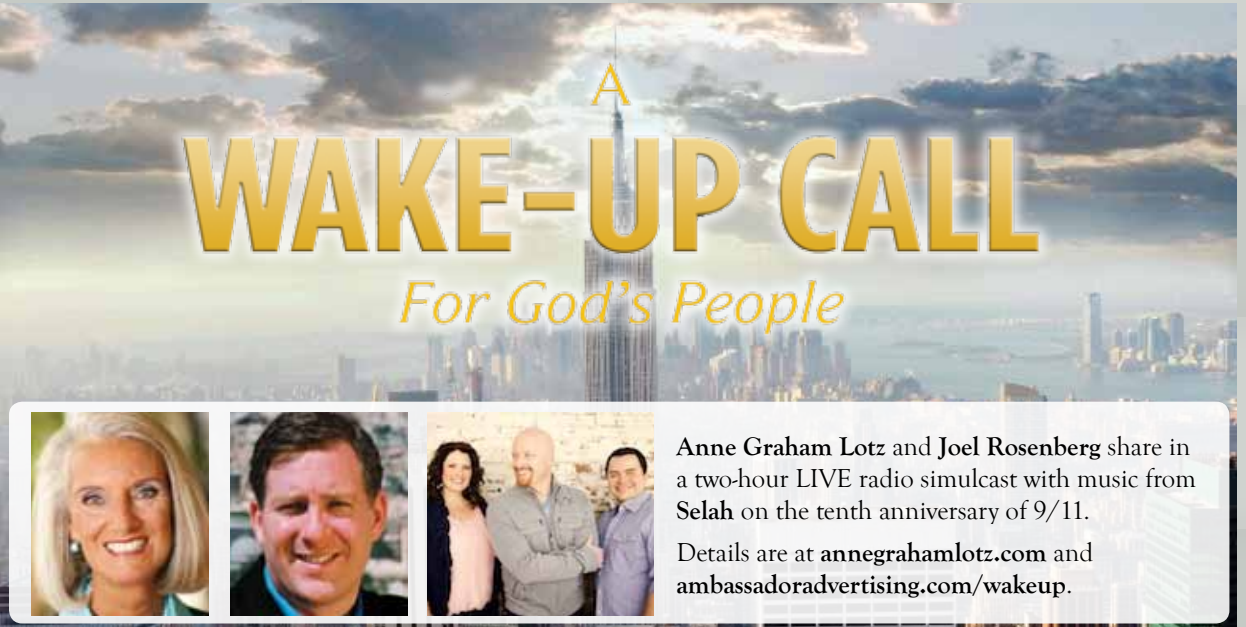


ALL IN SEPTEMBER

"Truth Matters" is the first Grace to You Bible Conference held at **John MacArthur's** home church—the conference being a gift (no registration fees) to those attending! The ministry is also streaming each session online at truthmattersconference.org.

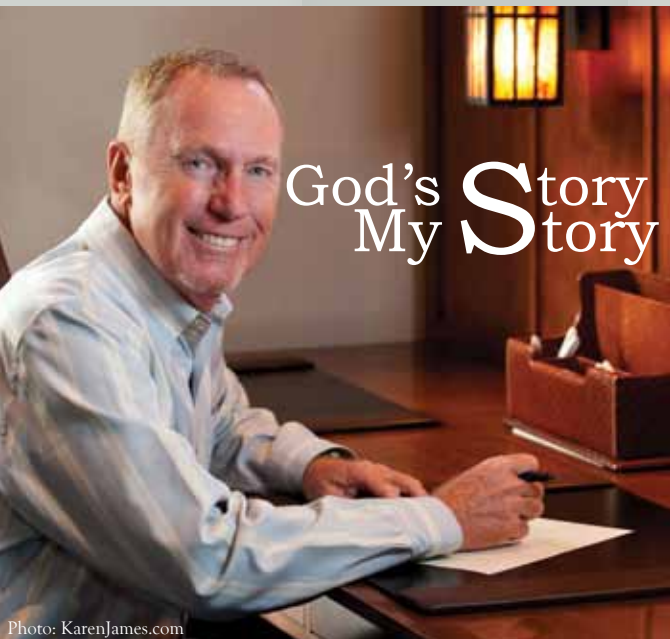


A WAKE-UP CALL *For God's People*



Anne Graham Lotz and Joel Rosenberg share in a two-hour LIVE radio simulcast with music from **Selah** on the tenth anniversary of 9/11.

Details are at annegrahamlotz.com and ambassadoradvertising.com/wakeup.



It's **Max Lucado** at his best (again)! In an all-new radio special, Max returns to the microphone to help listeners make the connection between God's story—and their own.

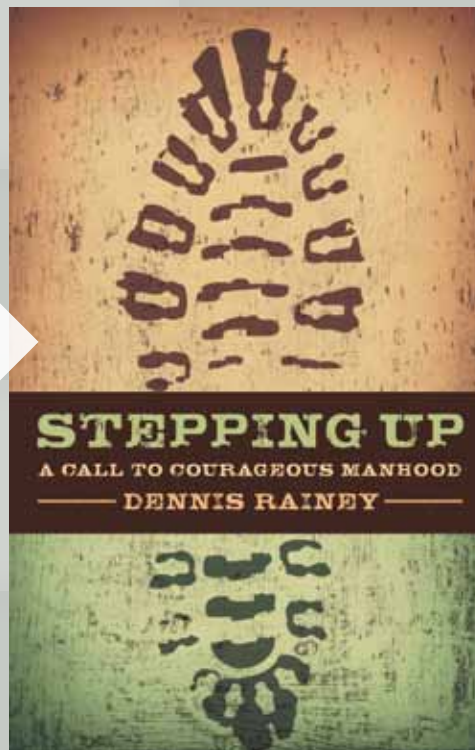
For initial release the weekend of 9/24-25, **Sheila Walsh** joins Max to share her own story of God's intersecting her life . . . and listeners will hear from a father (**J.J. Jasper** of AFR Radio) whose son, Cooper, lost his life in a tragic accident when the quadrunner J.J. was driving flipped over. These powerful testimonies, and others as well, will underscore for all of us that God is interested in our own life story, no matter the experiences.

Special promotional support is also available including collateral and on-air announcements.



Stepping Up is more than just the title of **Dennis Rainey's** long-awaited book – it's the focus of "FamilyLife Today" broadcasts on 9/12-14. The theme also happens to tie-in nicely with the subject matter of the new movie, "Courageous: Honor Begins at Home" (releasing 9/30). Dennis will be speaking with "Courageous" producers 9/28-30.

Contact katie@ambaa.com to learn about an opportunity to bring the message of *Stepping Up* to listeners via book giveaways, author interviews and more!



DOING *the* RIGHT THING
A SIX PART EXPLORATION OF ETHICS

**Webcast Event
September 24, 2011**



There is something we can do to change the moral course of our culture- and it starts with you!

Our country is in an ethical crisis, and we must take action. Join Chuck Colson and distinguished panelists Del Tackett, Robert George, Michael Miller, John Stonestreet and host Eric Metaxas for an in-depth examination of the problem and the solution.

Host *Doing the Right Thing* via webcast at your church, school, business or home, and start the dialogue in your community!

Help us restore America's ethical foundation!

Information about hosting: 877-547-4847, <http://doingtherightthingevent.com/>

The Colson Center
FOR CHRISTIAN WORLDVIEW

It's a significant month for "BreakPoint" with Chuck Colson!

- We're celebrating the 20th anniversary of the radio feature- in fact, you're invited to phone in your congratulations at 949-681-7646. That'll be a great encouragement to **Chuck Colson** who also celebrates a milestone birthday in October.
- A video simulcast will air on September 24 in churches and homes all across the country when Chuck is joined by a stellar line-up of guests to address ethical issues our country faces today. (If you'd like to be involved, let us know!)
- On October 1, the Colson Center launches an eight-week series of radio specials- each week featuring a new and timely topic, covering ethics in everyday life as well as government, business, education, family and much more. Special guests will join Chuck for these insightful and timely half-hours that will help believers "do the right thing" in every context.

MORE

Contact KiYong@ambaa.com for more information on any of these projects- he'll be delighted to provide additional details, answer questions, and permission accordingly!

HOME & AWAY



Great to welcome **Craig Johnston** to his new position as COO at Family Talk—and to a first visit to Ambassador as well.



In reciprocal visitation, Katie & Lee Ann attended meetings at **Family Talk** with Dr. Dobson in Colorado Springs alongside folks from **OnePlace.com** and **Premier**.



Evelyn & Katie got to hear all the latest that's happening at a well-loved ministry when **Tim Glenn** & **Lee Geysbeek** of Compassion were in town.



While in the Springs, Katie & Lee Ann were glad to enjoy a "coffee break" at the local Starbucks with FamilyTalk's **LuAnne Crane**.



It was a first-time visit for Seattle-based **Sandi Stewart** (Salem Radio Representatives) who appreciated our SoCal sun!



Location, location, location! A stone's throw from Family Talk HQ is HCJB Global. **Dick Jacquin** and **Jon Fugler** were happy recipients of a box of white chocolate.



It was a delight for Peg to greet longtime friend **Jack Mortenson** (Mortenson Broadcasting) and his daughter, Preslee, when they were recently in the OC.



Speaking of candy ... **Carrie Lakey** (KGFT) and **Brian Taylor** (KRKS) were each given their own box at the KGFT studios!



Always fun to greet Ambassador alumni! **Becky Monk Schlack** now resides with husband, Dave, in the Seattle area. Sons Andrew, Jon and Nate enjoyed Chick-fil-A with the crew!



Charles Morris and David Wollen of "HAVEN Today" visited KGNW's Andrew Adams, Doug Bursch and Chuck Olmstead.



What was your very first job?



“The highest reward for a person’s work is not what they get for it, but what they become because of it.” — John Ruskin

My first job was bussing tables at a motel restaurant at age 14. I learned that virtually every job has value and honor if done well. My first job had some janitorial work and that was humbling. I often find myself complimenting the person keeping places like airport restrooms clean if it looks like they’re doing a good job. It’s a thankless role, yet one that we all rely on. *(The picture at right is me with my granddaughter, Abby.)*

Matt Austin, WAY-FM (Nashville TN)

My first job was as a janitor at First Baptist Church in Walnut Creek, California. I think I was 14 or 15. Child labor laws hadn’t kicked in yet I guess . . .

Russell R. Hauth, Salem Communications

My first job was doing odd jobs – like pulling weeds – around the campus of Samaritan’s Purse in Boone, NC. Even though those tasks were not ministry-related, I was already beginning to feel a call to ministry and a burden for the Gospel at that time in my life. It wasn’t easy, but the basic lessons of hard work and developing relationships that I learned as a young man serve me well today as an evangelist for the Billy Graham Evangelistic Association.

Will Graham, Billy Graham Evangelistic Association

My first job was working at McDonalds as a cashier. I worked there one summer and that was it. I learned that I definitely wanted to continue with my education.

Cicely Thompson, KTLW (Los Angeles CA)

I actually started doing some radio commercial voicing for local agencies while in my senior year of college, and upon graduation began teaching high school locally and traveling doing Christian concerts on weekends. In October of 1966 I began hosting a daily (Mon.-Fri.) Afternoon-Drive show on WDCX from 4-8pm following my teaching day at Orchard Park High School. Then after a few years, I resigned from both my teaching job and my Educational Doctorate program, to become General Manager of WDCX-FM. After 45 years in Christian Radio at WDCX, I can definitely say that my call to Christian Broadcasting was a call from God.

Nev Larson, WDCX (Buffalo/Rochester NY)

“Whenever you are asked if you can do a job, tell ‘em, ‘certainly I can!’ — and get busy and find out how to do it.”
—Theodore Roosevelt

“Work eight hours and sleep eight hours and make sure that they are not the same hours.”
—T. Boone Pickens

“Talent is cheaper than table salt. What separates the talented individual from the successful one is a lot of hard work.”
—Stephen King



getting TO KNOW RICH BOTT

It was a pleasure to welcome Rich Bott, President of Bott Radio Network, to AAA for the first time (at our new location) recently. Our partnership began long ago when Rich, Peggy and Jon (along with a couple others like Tom Moffit) were all “young pups” in NRB (as Jon would have said). Now, in addition to leading the 89-station network, Rich also serves as Chairman for the NRB, heading the Executive Committee team—a fitting assignment for one whose heritage in Christian radio is as deep as Rich’s. We took the opportunity to ask him a few questions and hope you’ll enjoy getting better acquainted this way ... although you may already count him a longtime friend like we do!

What was your first job? (Anything in particular you learned doing that?) Barefoot Skier in a water ski show. “Tex (the show owner) is not paying you to fall.” If you fall, get up early the next morning and practice more!

What do you most admire about your dad? Dad always put his family first. He taught me not to take myself seriously, but to take what I do seriously.

What is the greatest gift you’ve received from your mom? Patience, Love and Hospitality.

Do you have a life verse or favorite Scripture? Proverbs 3:5-6 – My grandmother’s favorite verses. They are two of my favorite verses as well. “Trust in the Lord with all your heart...”

With as much as you have on your plate, why do you believe in giving time to leadership at NRB? NRB is so strategic in God’s economy. It is beautifully cross-denominational and tenaciously faithful to God’s Word. It fits our mission “to get the Word of God into the people of God.”

When you really want to relax, how do you spend your leisure time? Swimming, skiing and horseback riding...especially with family.



september dates:

SEPTEMBER 14

Brad Mattes and friends will gather for a special dinner in Cincinnati to mark Life Issues’ 20 years of ministry — and announce the annual “Hero at Heart” award.

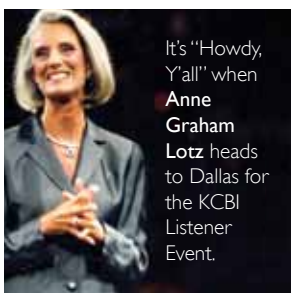
SEPTEMBER 16

Bob Lepine hits the road to the West Coast, speaking at Pastors Appreciation Luncheon events in San Diego (KPRZ) and Seattle (KGNW).

SEPTEMBER 29-30

Folks like **Jim Garlow** and **Dr. Dobson** are supporting Pulpit Freedom Sunday (10/2) — protecting and promoting the rights of our churches. Then, later in October, **Franklin Graham** is in Lithuania for a Festival (10/28-30).

COMING UP IN OCTOBER



It’s “Howdy, Y’all” when **Anne Graham Lotz** heads to Dallas for the KCBI Listener Event.



AMBASSADOR

WE CONNECT. MINISTRY AND MEDIA.

1641 Langley Ave.
Irvine, CA 92614-5619
PH: 949.681.7600
FX: 949.681.7660
AmbassadorAdvertising.com



Scan this QR code for details on the 9/11 radio simulcast!

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



Ten years ago Christian broadcasters were quick to provide messages of solace and inspiration in the midst of a great national crisis. As we mark a decade's passing since the events of 9/11/01, we invite you to air special content that underscores again the truth that we serve an eternal God who sees all of history and in Whom we find solace and hope for the future. At our FTP site you'll find a rebroadcast of Billy Graham's message at the National Cathedral (September 2001) on "Hour of Decision" and new PSAs from many speakers.

If you would like a personal copy of the artwork on this page, in poster form, contact peg@ambaa.com – we'd love to share that with you!



9/11
2011