



Ambassador

We Connect. Ministry and Media.

JANUARY
2017
UPDATE

A CALL TO THE NATION

Our Survival Depends
on Revival

*New weekly half-hour program
with Carter Conlon*

“God is calling a
generation to rise
up and plead for
mercy on behalf
of others.”

“ACTS 27” BY ARTIST CLIFF NIELSEN

INSIDE

New weekly program from [Pastor Carter Conlon](#) (Page 3)
[Brad Mattes'](#) Top 10 book recommendations (Page 4)
Important [Amb-OS software update](#) (Page 5)

CARTER CONLON

DID YOU KNOW?

One of the students at the **Africa Mercy Academy** (the onboard school for children who live on the ship) has been selected as a Kid Reporter for Scholastic News Kids Press Corps. Caleb Biney was born in the Bronx but has spent most of his 14 years onboard the ship where his parents serve as full-time volunteers. Caleb's reports will feature stories from Africa from the unique perspective of living onboard the world's largest private hospital ship. We love *The Academy* on the *Africa Mercy* ... **Congratulations, Caleb!**



For Inaugural week (January 16-20), **Museum of the Bible's The Book** feature will highlight a series on the "Inaugural Bibles" used by various Presidents for their swearing-in ceremony. It's a fascinating reminder of how that moment continues to include a hand on the Bible as affirmation of commitment to fulfill the role well.

Once upon a time, this Hammond B3 organ was used for production of *"The Biola Hour"*—and lots of practice for Margaret Sanders as church organist over many years. But it's time for an "organ transplant" ... this beauty is headed across the country to a new home in the studios of **Evangelism Explosion** where John Sorensen's team will put it to great use in, again, a variety of ways. Thrilled that our friends at **Share Life Today** (1:00 daily) can take on the legacy!



TECH UPDATE WITH CHARLEY MEFFERD

We're welcoming a new program to the Amb-OS family! *The Narrow Path* with Steve Gregg is a live, call-in talk show now available on Amb-OS from 5p-6p ET each weekday. Steve has worked in Christian ministry most of his life and has hosted *The Narrow Path* since 1997.



The Narrow Path

The program focuses on the tough questions listeners may be struggling with about the Bible, theology or their Christian walk. Gregg answers each caller with insights anchored in the wisdom and promises of Scripture. Not only is *The Narrow Path* informative, it's also entertaining!

For more information about *The Narrow Path* with Steve Gregg, please visit thenarrowpath.com or contact Dave Fowkes at TimeShare Media: dave@timesharemedia.com or call 408-265-7731.



See page 5 for an important Amb-OS software update.

BY THE NUMBERS

Each day, the ministry of **Revive Our Hearts** works to fulfill their mission — calling women to freedom, fullness, and fruitfulness in Christ. Take a look, and see more at ambaa.com/infographics.

REVIVE OUR HEARTS

Helping women thrive in Christ

MINISTRY EFFORTS

Social Media Followers



true woman
49,000

attended a True Woman or Revive leadership conference since 2008, with tens of thousands more participating via LIVE webstream

8 million
website visits in the last year

4,900
emails and blog comments that were personally responded to in the last year

Nancy DeMoss Wolgemuth:



2.9 million copies
18 languages

NEW
FOR
RADIO

A CALL TO THE NATION

This month's cover image is one of Carter Conlon's favorite paintings and is based on the Acts 27 recounting of Paul's voyage to Rome.

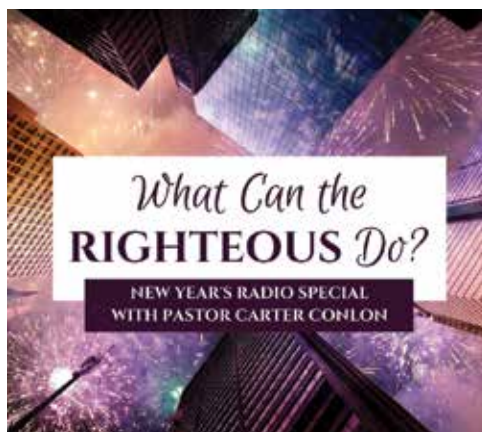
New Weekly Half-Hour Program with Carter Conlon Begins February 5

We're so pleased to announce that in addition to the 1:00 daily feature *It's Time to Pray*, Carter Conlon's voice will now be heard in a long format with the launch of a new weekly series, *A Call to the Nation*.

As pastor of Times Square Church, Pastor Carter Conlon has ministered to a congregation that is as diverse as any in the nation. Situated "smack in the middle" of the largest metro in the country, the church is renowned for its outreach to the community—and to the world. From reaching out at 9/11 to a weekly prayer service of international scope, the impact of Carter's ministry is extensive. And, it's based on his heart for the people of God.



For more information on the half-hour *A Call to the Nation*, contact Haley@ambaa.com. We'd love to further introduce you to one of our favorite preachers!



New Special for the New Year

What better way to kick-off the new weekend program than with a half-hour special created for New Year's.

In *What Can the Righteous Do?*, Carter Conlon recalls the story from Mark 8 of Jesus leading a blind man out of Bethsaida, a town that over the course of history had lost its purpose, its understanding of the power of God.

It couldn't be more relevant to exactly where we are today! Whatever challenges may be on the horizon ... what we can do, and what will make a difference ... is to pray.

Visit ambaa.com/special-programming for details.

TOP PICKS



ABOUT BRAD

Brad Mattes is President and CEO of Life Issues Institute, internationally headquartered in Cincinnati OH. The organization was founded by pro-life pioneer Dr. John C. Willke and Brad in 1991 and continues to serve the educational needs of the pro-life movement through a variety of channels. Brad is married to Ellen and they are proud parents to four sons and have four grandchildren.

ON THE RADIO

Every day, *Life Issues* provides a 1:00 update on pro-life news to help equip listeners with a biblically-based outlook on issues confronting our culture. In addition to the daily feature, a weekly email delivers a summary of concerns and offers resources to amplify that education of audiences. Brad is also a frequent interview guest on all aspects of the pro-life spectrum, from pre-birth to end of life concerns.

GET INFO & SIGN UP

Be an advocate for the most vulnerable—contact Lee@ambaa.com for more information and find a demo for “Life Issues” at our website: ambaa.com/life-issues

TOP TEN READING LIST

Brad Mattes

As a new year begins, we’re resuming our speaker recommended “Top 10” reading lists. This month, we’ve asked President of Life Issues Institute, Brad Mattes, to share his favorites.

1. **The President’s Club** (*Nancy Gibbs & Michael Duffy*) — This is an incredibly interesting look at the inside, never before known interactions between members of this exclusive club—including unwanted advice from past presidents for the current commander in chief.
2. **Hand of Providence: The Strong and Quiet Faith of Ronald Reagan** (*Mary Beth Brown*) — Ronald Reagan was widely known as a deeply religious person. Mary Beth Brown gives readers a more detailed look at the faith of one of our most beloved presidents.
3. **The Wright Brothers** (*David McCullough*) — The author compiled an amazingly detailed account of one of the most important advancements in our nation’s history. It’s a testament to the benefit resulting from good work ethics.
4. **On Hallowed Ground** (*Robert M. Poole*) — A moving documentation of how our nation’s most revered cemetery originated and flourished. In an affront to local slaves, they were buried off to the side, not far from their ghetto that was eventually leveled for expansion, and now are resting in America’s most cherished soil.
5. **Narrative of the Life of Frederick Douglass** (*Frederick Douglass*) — The writings of an extremely intelligent and articulate, self-educated former slave. No wonder it’s a classic.
6. **Team of Rivals** (*Doris Kearns Goodwin*) — If you like history, you’ll love this painstaking look at events leading up to the election of Abraham Lincoln as our president.
7. **The Reagan I Knew** (*William F. Buckley Jr.*) — One icon of conservatism writing about another. Good stuff.
8. **Dead Wake** (*Erik Larson*) — The author weaves a tapestry of facts and events leading up to the final, tragic crossing of the ship *Lusitania* 100 years ago. He brings readers aboard the ship for an exciting journey.
9. **Fraternity, A Journey in Search of Five Presidents** (*Bob Greene*) — My curiosity of all things presidential drew me to this book in which the author interviews past presidents, revealing their take on their own presidencies and resulting history.
10. **Cuba, Lost and Found** (*Edward J. Neyra*) — Readers accompany a US citizen’s repeated travels with family members to visit his native Cuban roots. Neyra’s views of the Cuban blockade and current political situation are unique, possibly representing a changing culture of American-Cubans.



[SANCTITY OF HUMAN LIFE SUNDAY IS JANUARY 15]

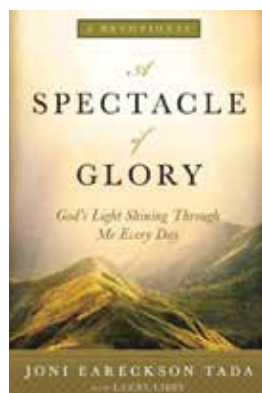
From Life Issues Institute, *End of Life: Who Gets to Choose?* swings attention from beginning of life to end of life issues. Understanding the process, and choosing life in the midst of medical procedures and more, is a clear call for believers committed to the sanctity of life. It’s a moving and powerful underscoring that life is precious. For information on this half-hour special, contact Lee@ambaa.com.

FOR THE NEW YEAR

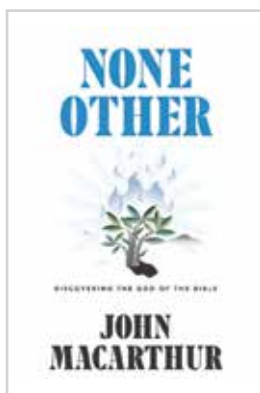
We highly recommend . . .

NEW &
NEWS

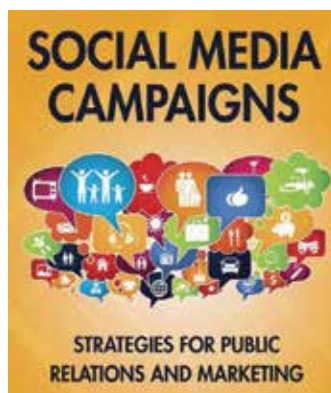
You may have plenty on the reading list already but here are a few new books worth adding to the stack!



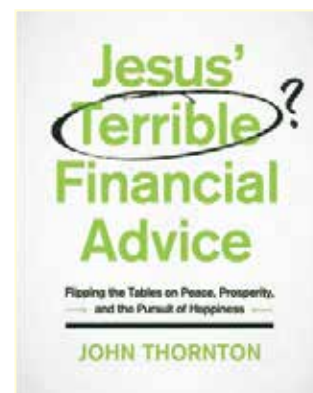
Want to start the New Year out right? We suggest you use *Joni Eareckson Tada's* new daily devotional **A Spectacle of Glory**. Though small in size, this new edition "packs a wallop" ... that is, it's a beautiful, encouraging, insightful daily thought to "help you embrace your eternal purpose." What better time to seize hold of that than now as the new year begins.



Also new for 2017 (publish date of 2/2) is **None Other: Discovering the God of the Bible** from *John MacArthur*. The prolific Grace to You Bible teacher answers some of the most challenging questions about God and faith in this new volume that underscores the attributes of the one true God of Scripture.



Ambassador alum, *Carolyn Mae Kim*, has just published **Social Media Campaigns: Strategies for Public Relations and Marketing**. A Biola grad, Carolyn served as part of our team for several years then returned to grad school, ultimately earning her Ph.D. at Regent University. She now teaches PR at Biola ... but we consider her, and husband KiYong, still part of the family. Congrats on the book, Carolyn! We recommend it to all!



In **Jesus' Terrible Financial Advice: Flipping the Tables on Peace, Prosperity and the Pursuit of Happiness**, author *John Thornton* (Chair of APU's Leung School of Accounting) answers many of the practical questions we have but goes far beyond, asking bigger questions, giving bolder answers, and offering a more comprehensive view of stewardship. Follow Jesus' "terrible" (shocking, otherworldly) financial advice, and you'll have what money can't buy: purpose.

AMB-OS UPDATE Time to Upgrade Software

Some wonder why we update Amb-OS software and firmware when everything's working fine. It's a good question given the UI (User Interface) software and AMR-100 firmware upgrade that began last month.

The answer is that we're continually looking for ways to enhance the way the UI interacts with the AMR hardware so as to provide increased functionality and ease of operation. New firmware was pushed to AMRs in December which allows the receiver to more easily process local-market customized versions of selected Amb-OS short and soon-to-be-added long-form programs.

In January watch for new UI software to be headed your way via our automatic upgrade process. When the new version



has been sent your UI will "pop up" a screen to alert you to the need to accept the update when it's convenient for you. We'll also post a notice that the new version is available on our status RSS feed. If you're not already subscribed (email and/or text message alerts are available), notifications for the RSS feed can be set up here: <http://wp-1.amb-os.com>. The RSS feed is the best way to stay in touch with Amb-OS breaking news regarding program additions or last-minute replacements, technical advisories, or other helpful information.

In addition to the new long-form customization functionality the UI maintains the legacy capabilities that allow users to set up and maintain automatic file ingestion into local automation systems as well as automate playout of audio directly from their AMR.

Questions? Please don't hesitate to email support@amb-os.com or call our 24 X 7 X 365 helpdesk at 1-877-AMBOS2U (1.877.262.6728).

SNAP SHOTS



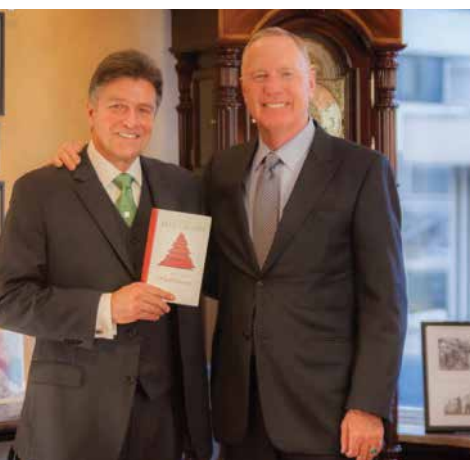
Where are you? Send your photos to peg@ambaa.com



L-R: Great to enjoy time with **Wayne Pederson** and celebrate our long working relationship with Reach Beyond. Excited to share more about **Ignite America** at NRB—meantime, training on a new website for station use was ROTW's **Katie Pender**, Selah, **Leslie Kennedy** (ROTW), **Ray Pokorny** (Masterworks), **Michael Blow** (DonorDirect). It was goodbye to the Hammond B3 (see page 2) when **John Sorensen** and son, **Jacob**, came to load it up for the trip to North Carolina!



L-R: That's the Haven Team behind **Charles Morris**— **Troy Lamberth**, **Dan Warne**, **Andrew Canavan** and **Tamara Turner** (with our own Jim and Selah joining in the fun). So nice to be included in the Haven Christmas Party—Mark Conner, Selah Cosentino and Jim Sanders with speaker **Charles Morris**. Loved introducing two Azusa Pacific University seniors to Ambassador—**Miranda Pettit** and **Adrienne Fermin** with Peg, Maisie and Annie.



L-R: Speaking at Times Square Church, **Max Lucado** and **Pastor Carter Conlon** enjoy fellowship after services. (That's Max's newest volume in hand.) Visiting hometown Tucson AZ, Selah enjoyed stopping by Family Life Radio to greet good friends **Liz Johnson** and **Adam Biddell**. It was Thanksgiving in the Springs for Jennifer Perez and family (husband, Matt, and Carson and Jessica)—a great reason to tour Focus and greet **Brian Krause**.

QUESTION OF THE MONTH

What's your goal for the new year?

Our goal here at WRJZ for the coming year is to **keep moving towards God**, and follow His direction towards the plan He has set for us. To continue work with our ministries and share God's loving hands to our community.



Becky Mills | Promotion, Events, and Special Projects Director | WRJZ-AM & WETR-FM | Knoxville, TN

Our goal here at KVBV is to continue to **provide the best in conservative Christian programming**. That includes programs from Ambassador as well as opportunities for local folks who have never been on the radio before.



Paul Regier | General Manager | KVBV-FM | Enid, OK

My goal as a Production Director in "Christian Radio" for 2017 is to **tell listeners of the hope we have in Jesus Christ in the most compelling, creative ways I can**. I love working for a radio ministry that affords me that opportunity with the tools, time and support needed to accomplish this goal.



Kevin VanBuren | Production | WMIT-FM | Black Mountain, NC

There are two opportunities on FM to share the Gospel and build up followers of Christ within two hours' drive of WZLW. These **two FMs are open doors at this time**. Our radio ministry sees these channels as opportunities to serve the Lord in 2017. We prayerfully seek His guidance and support with our 2017 goals.

Mark Lasserre | General Manager | WZLW-FM | Husser, LA

I want to do a better job at remembering friends and family member's birthday/anniversaries and do so by sending them a **personal "old-fashioned" card**! I want them to know they are a blessing in my life!



Heather Madeira | Program Director | WRGN-FM | Hunlock Creek, PA

I would probably be a founding member of the **Anti-Resolution Coalition**. Sometimes opportunities come when we're concentrating on a different goal. The pin-point focus on a goal or personal guilt for failed resolutions can cause us to be blind to God's sign posts of redirection. It's possible I'm overthinking this, but what can I say, I'm a rebel. :)



Glenn Hascall | Station Manager | KJIL-FM | Meade, KS

HAPPENING THIS MONTH

JAN 2 **Charles Morris** (Haven Today) **heads to Iraq** with Samaritan's Purse—and returns just in time to travel next to Cuba for more delivery of Bibles. Listen for updates on the daily program all through January!



JAN 15 **Sanctity of Human Life Sunday** ... for one terrific way to inform listeners of the day's import, check details on page 4.



JAN 26-28 The **Evangelicals for Life Event** (Washington DC) will feature speakers such as **Jim Daly**, Russell Moore, Kelly Rosati and Matt Chandler.



COMING SOON

FamilyLife Blended, led by **Ron Deal**, launches a brand new event to strengthen stepfamilies!



It may be a few months away, but we hope you'll join us in an exciting new venture for FamilyLife when the ministry presents **Blended & Blessed: Keys to Stepfamily Success** on Saturday, April 29.

The LIVE event will be hosted in Little Rock (9:00AM-5:00PM CT) ... but those not present can easily join the crowd by a live stream option, available to both churches as well as home groups (without cost for the feed).

Go to **BlendedandBlessed.com** for all the details ... whether it's for you personally, or for your listenership, here's an event that speaks to many families we serve. We hope you'll join us for the event! Contact Michelle@Ambaa.com if you are able to help with promotional efforts.



Ambassador

ambassadoradvertising.com

1641 Langley Avenue
Irvine, CA 92614

949.681.7600



@AmbassadorTeam

REJOICE

in hope

be patient in

TRIBULATION

BE CONSTANT

IN PRAYER.

ROMANS 12:12



Each year the Ambassador team enjoys choosing a verse to anchor the next year. Every staff member is invited to submit their choice and then we vote. It was "far and away" Romans 12:12 for 2017. And ... **may it be so!**