

your monthly update from . . .

November 2015



AMBASSADOR

WE CONNECT. MINISTRY AND MEDIA.



TIMES SQUARE CHURCH

In the midst of one of the most familiar city scenes in the world, Pastor Carter Conlon (Times Square Church) provides fresh perspective on the season ahead. [SEE PAGE 3 FOR DETAILS >>](#)

did you know?



Continuing service in Madagascar, **The Africa Mercy** team will be establishing a permanent women's health clinic in Toamasina while in country. From mid-2016 onward, the clinic will be run by the Freedom from Fistula Foundation—a partner organization that already manages three such clinics in Africa, including one in Sierra Leone, established initially by Mercy Ships also.

It hasn't yet left the news—and it shouldn't. **Brad Mattes** stays on the cutting edge, informing listeners regarding the Planned Parenthood movement as each new video is released, helping us to understand the issues and clearly advocate for the organization's defunding. That's what "Life Issues" (1:00 daily) is all about—keeping listeners informed on matters that impact our commitment to the sanctity of life.



You can get an extended update on how to "**Reach Beyond**" with the organization's podcast. Coming up in November, meet Florence Judd, a medical missionary who demonstrates the love of Jesus in the jungles of Ecuador. Her story will inspire you to reach beyond your comfort zone in the jungles of life. Plus, Christian artist Phil Stacey announces "BOLD." This new small group multi-media program helps believers overcome "heart" obstacles to sharing Jesus with their world and the world. Check it out at reachbeyond.org/podcast or listen on iTunes.



We connect. That means we're happy to coordinate speaker interviews for your station. If you'd like to be on the distribution list for updates on who is currently available for a "one on one" with your on-air personality, ask Evelyn Gibson (evelyn@ambaa.com) to add you to the "**Connect**" family!



tech UPDATE

CHARLEY MEFFERD

New Programs

It's been our dream for many years to deliver news via the Amb-OS network. So we're particularly thrilled to **welcome TRUNEWS to Amb-OS!** TRUNEWS is a full service, top and bottom-of-the-hour headline news service formatted for both commercial and non-commercial stations. Distinctively Christian, *TRUNEWS Headlines* keeps your listeners up-to-date with the latest news, views and information that cannot be heard anywhere else.

Top-of-the-hour segments are available in 5-minute commercial and 4-minute non-commercial productions, and bottom-of-the-hour 2-minute segments are available for commercial and non-commercial stations. TRUNEWS uploads the news files shortly before the top and bottom of the hour, giving stations flexibility when airing the newscasts. No longer will your station be locked into waiting until :00, :30 or :55 to get the news.

TRUNEWS is on-demand, with always the most current and relevant headlines available to keep your listeners informed, and reliably delivered through your Amb-OS AMR-100. As with all other Amb-OS features, you can schedule playback of the files or transfer them into your automation system.

TRUNEWS also produces a daily magazine program, *TRUNEWS with Rick Wiles*. This one-hour daily news magazine program provides the latest headlines, interviews with movers and shakers in politics, science and religion, and daily commentary from Rick Wiles. For over seventeen years, TRUNEWS has not only reported the news, but has been a newsmaker, breaking stories far in advance of the mainstream media.

For more information about TRUNEWS, contact Doc Burkhart at 772-569-8880 x1003 or doc@trunews.com.



may we suggest?

Looking for a good book to add to someone's stocking at Christmas? Here are a couple ideas that come with our recommendation!

Seven Women: And the Secret of Their Greatness

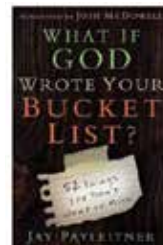
Popular "BreakPoint" commentator, **Eric Metaxas** has written the "flipside" to his best-selling *Seven Men* with this volume on world-changing figures who are exemplary models of true womanhood. From Joan of Arc to Susannah Wesley, from Corrie ten Boom to Rosa Parks ... meet some of the most fascinating women who inspire us to lives shaped by the truth of the Gospel.



What If God Wrote Your Bucket List?

52 Things You Don't Want to Miss

Perfect for beginning a new year, friend **Jay Payleitner** speaks into the popular concept of "bucket lists" with the reminder that God probably wants us to think far beyond bungee jumping or seeing the Eiffel Tower. How about "banish grudges" or "celebrate quirks" ... it's a bucket list you don't want to miss!





TIMES SQUARE CHURCH

NEW FOR THE HOLIDAYS

Special 26:00 programming featuring Pastor Carter Conlon

Merry Christmas . . .

Opening with a dramatic reading of Luke 2:1-14, **"NO ROOM"** proclaims the challenge of the Bethlehem story—when an innkeeper decided there was "no room in the inn."

There was a knock at the door, a plea for a place to birth a child. But someone would have to give up a bed and the cries of a newborn might disturb sleep. Suddenly it just became easier to say, "We're sorry, there's no room."

This Christmas message from Carter Conlon, including a stirring testimony of a young woman who did find room in the inn, reminds the people of God to respond when a "knock" comes. Will it be a phone call to answer, a meal to provide, a guest invited to celebrate the season? Are we ready to answer the knock and make room in the inn?



. . . and Happy New Year!

As the famous ball descends from the flagpole at One Times Square, over a billion people will be watching from around the world, saying farewell to the old year and welcoming 2016.

From the unique vantage point that is Times Square Church—literally in the midst of these revelers—Pastor Carter Conlon speaks to **"WAITING FOR THE BALL TO DROP."** It's a challenging message—a message for millions who are hoping for a better year ahead!

In I Kings the people of Bael (ironically pronounced Ball) looked hopefully to a false god when all they had to do is turn around to see Him. The biblical story—and the testimony of a Broadway actor and a former modern-day Mafia member—remind us that we have only to face Him to find hope. These are words of truth you won't soon forget!

For more information and clearance to air contact Haley@ambaa.com.

recent happenings

1) One of our favorite client meetings is when we drive five minutes to sit at the table with Barry Meguiar and the Revival Outside the Walls crew. Pictured: [Mike Kennedy](#), [Jim Sanders](#), [Peggy Campbell](#), [Barry Meguiar](#), [Selah Cosentino](#), [Evelyn Gibson](#), [Leslie Kennedy](#).

2) It was great to celebrate KKLA's 30th Anniversary at a special event in Pasadena where Ravi Zacharias was featured speaker. Pictured: [Michelle & Chris Gould](#) (Salem Media), [Terry Fahy](#) (KKLA GM), [Jay Flowers](#) (Grace to You), [Jim Sanders](#).

3) At a recent recording session, Jim gave an early birthday gift to [Joni Eareckson Tada](#) (pictured here with Ken) — artwork of her life verse (2 Cor. 4:7-8) designed by our Haley!

4) Looking forward to helping others be "Faithful with Finances," [Tony & Karin Amaradio](#) were at Ambassador to head to the studio for taping pilot programs for a new short feature.

5) Former AAA team member [Carolyn Kim](#) is now using her experience here—oh, and the Ph.D. from Regent University!—in leading the PR program at Biola University. Great for our "Social Team" ([Lee Ann](#), [Haley](#), [Selah](#)) to get the latest learning from Carolyn on a recent visit to campus.

6) [Bill Reitler](#) and [Jennifer Perez](#) enjoyed time with [Ed Stetzer](#), who recently joined [John Stonestreet](#) as host on "BreakPoint This Week." Ed used our studio to record for the weekend edition when he was in the area.

from our inbox

7) From the Focus on the Family Media Relations Team ... can you spot the two "Ashley Mazelins" in this photo?

8) [Joni](#) and [Ken](#) landed at WIHS-FM (Middletown CT) to celebrate the station's collection of over 7,000 wheelchairs for Wheels for the World!

9) Members of the NRB President's Council toured Museum of the Bible's future DC headquarters—including ROTW's [Barry](#) and [Karen Meguiar](#)!

10) On the same tour, [Jay Flowers](#) (Grace to You) with NRB Chairman [Bill Blount](#).

11) Bonus points go to [Brian Jessup](#) (who works for Rick Warren and is boyfriend to AAA's [Haley](#)) who brought *The Book* (as featured on last month's newsletter) to its home base.



Got plans for the weekend?

May we suggest considering these outstanding weekly features for your line-up in 2016 ...



Adventures in Odyssey

Now parents who “grew up” on this beloved series are tuning in with their kids. It’s all the fun of Saturday cartoons without the worry! (25:30)



The Boundless Show

Lisa Anderson of Focus on the Family hosts the popular show for young adults with a lively mix of interviews, discussion and Q&A segments. (26:00)



BreakPoint This Week

From the Colson Center, John Stonestreet and Ed Stetzer take a closer look at current issues impacting our biblical worldview with special guests. (25:55)



FamilyLife This Week

Hosted by FamilyLife’s Bob Lepine with Ashley Rainey Escue, the magazine format of FLTW weaves the best of FamilyLife programs into a nice wrap-up. (28:00)



Focus on the Family Radio Theatre

Classic stories with motion-picture quality cast and sound design for family entertainment that plays on the biggest screen of all — your imagination! (28:00)



Focus on the Family Weekend

Anchored by John Fuller, the weekend edition offers the best of the preceding week’s Focus programs in a format ideal for local station insertion. (27:30 or 55:00)



Grace to You Weekend

A distinct stand-alone series of John MacArthur’s commitment to expositional messages — teaching biblical truth with clarity. (23:55)



HAVEN on the Weekend

Anchored by Charles Morris, it’s every day issues examined with the desire to bring listeners face-to-face with the essential message of the Gospel. (26:00)



Living in the Light

Her messages make it clear—the heart of Anne Graham Lotz is to help listeners get to know God personally, intimately and live in the light of His Word. (24:55)

For more information and to audition the features listed, head to the Ambassador website—or connect with Haley@Ambaa.com.



Back behind the mic in a new one-hour daily show

How did you get started in Christian radio? As a college student, I worked for my campus radio station. Then, I spent a summer as a short-term missionary at our church radio station in Nome, Alaska. So that's where I started in Christian radio: spinning records, doing the news and eating moose!

You've had a brief sabbatical from the show host role. What's prompted you to plunge into that assignment again?

I'd say the catalyst for launching "Janet Mefferd Today" was the large amount of feedback we got from people who were asking me to come back to Christian radio. I really prayed about it, because I needed that sabbatical. But I kept looking at the times in which we live and realized that I just wasn't ready to permanently hang up my headphones. I have so much more I want to do on the air. Mostly, I want to do whatever I can to keep spreading the gospel and to continue keeping Christians informed and encouraged from a rock-solid biblical perspective.

Who would you like to interview now that the show's on-air again?

During the 2012 presidential election cycle, I really enjoyed interviewing the candidates. I'm looking forward to doing that again as we go into 2016. But I'm most excited to have the opportunity to re-interview all my favorite Christian pastors and leaders — and also introduce listeners to some new favorites!

What are some of your favorite sources for keeping so well-informed on issues of the day? The best sources change from day to day, depending on what the news is. I just read everything I can: Christian sites, secular news sites, newspapers, social media ... even my email spam can be helpful sometimes. But some of my regular go-to sources are the *Drudge Report*, *WORLD*, *The Wall Street Journal*, *NewsBusters* and *The Federalist*.

For the average listener—what's your basic advice on how to impact culture for Christ?

The Lord Jesus Christ said in John 15:4: "Abide in me, and I in you. As the branch cannot bear fruit by itself, unless it abides in the vine, neither can you, unless you abide in me." If you want to grow as a Christian and make any impact on the world for Christ, you must abide in Him! Spend daily time with Him in prayer and praise. Feed on His Word deeply, every day. Then go out and share the gospel, disciple others and love and obey the Lord, with your gifts, wherever you are. When Christ is absolutely everything to you, you'll inevitably have an impact on the world for Him, in ways you can't even anticipate.

How did you and your husband meet? We had back-to-back weekend shifts at a Christian radio station in Chicago. We became best friends, and I remember that he was always very patient with me whenever I needed his on-air technical help (a role he's still playing, after all these years!). He is a really wonderful, funny, talented guy and is still my best friend in the world.

Life wasn't dull before "Janet Mefferd Today"—you're mom to four kids. How do you balance those sometimes conflicting roles? I do everything I can to make sure the two roles don't conflict. And with a one-hour show, it's very manageable. I have great people helping me with "Janet Mefferd Today," and since my kids are in school and so busy with activities, I can get most of my work for the show done without impacting them at all. It's wonderful to be able to do the show and also have time to spend with the four best kids in the world!

Do you have someone you would consider to be your spiritual mentor? My high school youth pastor, Greg. He was the first person to encourage me to try my hand at Christian radio. But more than that, he really was the most loving shepherd I've ever met. Discipling kids was everything to him. He taught me so much about the Bible and was a consistent example of a godly pastor. He had a huge impact on me as a young Christian.

What does the Mefferd family like to do to recharge the batteries?

We love to travel together, and we try to take a family trip somewhere every year. We've especially loved going to the national parks. Hitting the road is a great way to bond and make memories. Plus, you always get some great family lore out of it!

What are two books at the top of your "must read" stack?

Aside from the Bible, my top two would have to be *The Christian in Complete Armour* by William Gurnall and *All of Grace* by Charles Spurgeon.

What's the best thing about living in Texas? I love living in a state where so many people love the Lord and still have a strong commitment to individual liberty and religious freedom. You can't take that for granted these days! And also, the barbecue rocks.

question of the month

IT'S ALMOST TIME FOR THANKSGIVING DINNER

What dish has you going back for seconds?

My favorite is my Aunt Sally's **sweet potatoes**. The secret is the crumb topping ... it tastes like dessert! If you stop by on Thanksgiving, you can taste for yourself!

Wayne Williams

Director of Partner Relations
Sound of Life Radio Network

With all respect due to the deceased bird, my favorite second helping by far would be the **mashed potatoes and gravy**! And it's the gravy, prepared by my wife's niece, that really makes the entire meal. My wife doesn't do gravy, so Thanksgiving gravy is sometimes only an annual treat! I smother the entire plate!



Jim Huber

Station Manager
WBNH-FM (Pekin, IL)

Cranberry sauce, but only if it has the can marks on it.

Matt Metzler

Production/Music Coordinator
WORQ-FM (De Pere, WI)



Green bean casserole.

Susan O'Donnell

Program Director/
Midday Host
KVNE/KGLY-FM (Tyler, TX)



Turkey. I usually get stuck carving it, and I can never carve large pieces. So I end up needing more.

Gary Exelby

Operations Manager
KLUH-FM (Poplar Bluff, MO)



Yams. Cooked in a brandy sauce. They are delicious!

Wanda Cornelius

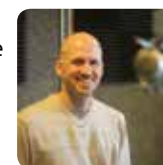
Director of Marketing &
Promotions
KFAX-AM (Fremont, CA)



I go back for mostly everything, but especially the **cheesy potatoes and corn casserole.**

Mark Boyer

Founder/Manager
Shine FM (West Central Ohio)



this month

NOV 4-6

"ALLIES" is the theme of "Lions Roar 2015"—a time for godly men to stand up and stand together; **Jim Garlow** will be one of the featured speakers (Dallas TX).

NOV 5

John MacArthur heads North to San Francisco for the annual KFAZ Pastor's Appreciation event followed by a special evening with area friends at a Grace to You Listener Rally.

Meantime, **Dennis Rainey** will be in San Diego for a Pastor's Appreciation Luncheon themed "The Year of the Family," hosted by KPRZ.



NOV 6-8

At the beautiful **Billy Graham Training Center** at The Cove (North Carolina), **Anne Graham Lotz** speaks on "Prayer: Reversed Thunder."

NOV 8-9

John Sorensen finishes a long global trek (including stops in the Philippines, Korea, Mongolia and Japan) with two days of Evangelism Explosion leadership in the Ukraine.

NOV 8-21

Also travelling internationally, **Charles Morris** (HAVEN Today) and wife, Janet, host a tour to Israel for a "Walk Where Jesus Walked" itinerary.



NOV 13-14

Welcome to Irvine! **Ron Deal** will be down the street from us at Mariners Church for the national "Blended and Blessed Summit on Stepfamily Ministry." (Watch out for us on Twitter & Periscope when Ron is at AAA for Staff Devotions!)

NOV 24

John Stonestreet will be in Arlington VA for the Association of Christian Schools' International Conference.

it's a new year

What better way to start it than with a new calendar from one of the great organizations we serve. If you'd like one for your personal use in 2016, contact Haley@ambaa.com – we'd be delighted to send you one on behalf of the ministry!



CRY OUT is the theme of the **Revive Our Hearts** calendar, reflecting the message of Jeremiah (9:17) during a dark season for Israel. This calendar is designed to encourage us to cry out to Him each day, pleasing God with our desire for cleansing and giving Him glory.



THE LORD OUR HELP is the recurring message in **Joni Tada's** new planner. The spiritual encouragement of devotions, selected weekly quotes, and Scripture is made even more impactful by the inclusion of Joni's beautiful artwork.



A PRAYERFUL LIFE is the focus for **FamilyLife's** new edition, reflecting what Dennis & Barbara claim as the secret for being married 43 years—*We pray together every day!*



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Maximum fun:

What joy to be partakers with multiple audiences in one day who were encouraged to embrace our "Glory Days." See more on "Our Day with Max Lucado" at our website.



Speaking at Biola University about the power of simple prayer.



At AAA: LeeEric Fesko (Thomas Nelson), Peggy Campbell, Steve Green (UpWords), Al Sanders, Max Lucado, Jim Sanders.



Conversation about living in "Glory Days" with Rev. Dr. Richard Kannwischer (pastor at St. Andrew's Presbyterian Church).



At St. Andrew's, Max gives a powerful vision for what it looks like to be a person who's living your promised land life—now!