

your monthly update from . . .

February 2015



AMBASSADOR

WE CONNECT. MINISTRY AND MEDIA.

A photograph showing an elderly man with glasses and a white lab coat leaning into a green metal drop box. He is holding a baby wrapped in a white cloth. The drop box is open, revealing a white interior surface.

THE DROP BOX

Drop box \ 'drap baks \ n. a warm bin, lodged in a wall, that allows mothers to deposit their children without being seen.

See inside for more on Focus on the Family's nationwide presentation of the new film (March 3-5).

did you know?

For the first time in its history, **Focus on the Family** has made transcripts of each day's program available online. Check out focusonthefamily.com/radio for daily broadcast & archived content.



Elizabeth George's classic *A Woman After God's Own Heart* book will be re-released this month in celebration of its 20th anniversary of release. The new edition will include updated and expanded content for personal study. The 1:00 daily feature with Elizabeth continues on stations nationwide.



A timely element has been incorporated into "It's Time to Pray" (1:00 Daily) as once each week **Pastor Carter Conlon** reflects on the results of the global prayer meeting each Tuesday evening. It's powerful recounting of God's work in the world. (You can join the prayer meeting—go to itstimetoprayer.org for information.)



You can stay up-to-date with all that's happening onboard **The Africa Mercy** when you use #MSMadagascar on Facebook and Twitter. BTW—what did we do before social media?!



Family Christian Stores has chosen *Before Amen* by **Max Lucado** as its 2015 "Book of the Year." In the book, Max encourages even those who see themselves as "prayer wimps" (including himself) with the reminder that prayer is for all of us and that it's simply a heartfelt conversation between God and His child.



tech UPDATE

CHARLEY MEFFERD

Amb-OS: A Technological Revolution

On Jan. 24, 1984, Steve Jobs stood before an audience of Apple shareholders and introduced the original Apple Macintosh computer. This revolutionary computer contained a 9-inch monitor that was controlled only by a keyboard and mouse – and the way people interacted with computers changed forever.



In the same tradition (but with a bit less fanfare), it is no exaggeration to say that the Amb-OS Media Distribution platform has revolutionized Christian radio.

I've often been asked how advanced the Amb-OS AMR-100 really is when compared with traditional satellite receivers, like the Wegener Unity 4000. And here's what I say: Upgrading to Amb-OS is like upgrading from an old TV/VCR combo to a modern DVR system.

Before DVRs, TV viewers had two options. They could watch a TV program live, or they could set a VCR to record a show for future playback. The same is true of traditional satellite receivers, which only decode satellite feeds in "real time." That means local stations have to air each program live off the satellite receiver, or they must record each program into a separate automation system for playback.

By contrast, **the Amb-OS AMR-100 works like a DVR**

for audio. Once a station requests permission to receive a ministry's program files, Amb-OS sends the programming to the receiver, either over the satellite or through the Internet. Receiver authorization allows ministries to know which stations are taking their programs. Local customizations and substitutions can be done seamlessly and without station involvement. And the AMR-100 can be used as an audio source for airplay or as a file transfer server interfacing with a station's automation system.



It's absolutely amazing technology! Want to learn more? I'd love to talk with you by phone or in person at NRB. Just call my office at (949) 681-7640 or my cell at (972) 400-2674. Find out more about how Amb-OS can revolutionize your ministry!

Amb-OS welcomes *Unlocking the Bible*!

Unlocking the Bible with Pastor Colin Smith begins distribution on Amb-OS starting in February! *Unlocking the Bible* challenges listeners to believe that their lives can be transformed through consistent study of the Bible and a deepening faith in the gospel of Jesus Christ. Colin Smith is pastor of The Orchard, a vibrant, multi-campus church in the Northwest suburbs of Chicago. For more information on *Unlocking the Bible*, please contact Robb Hansen at rhansen@nextlevelinsights.com or (866) 524-2654.



new assignments

Sending our very best wishes to good friend **Wes Ward** who departs Revive Our Hearts after more than a decade of service to lead new initiatives with Five Q (a digital marketing agency) as Vice President of Growth Strategies.

We'll miss working directly with Wes as has been our privilege not only since inception of Nancy Leigh DeMoss' radio outreach but previously as Wes was on the team at FamilyLife—and before that with Moody and KCBI-Dallas. Our relationship spans more than 20 years—over two decades enjoying the iron sharpening iron that Wes is renown for delivering.

Wes, Carrie (author of *Together: Growing Appetites for God*) and family will remain in Niles, Michigan. You can send Wes greetings at wes.ward@fiveq.com and follow him on Twitter @WesWard—or be on the lookout for him at NRB where he continues to serve as a member of the Executive Committee.

Ministries

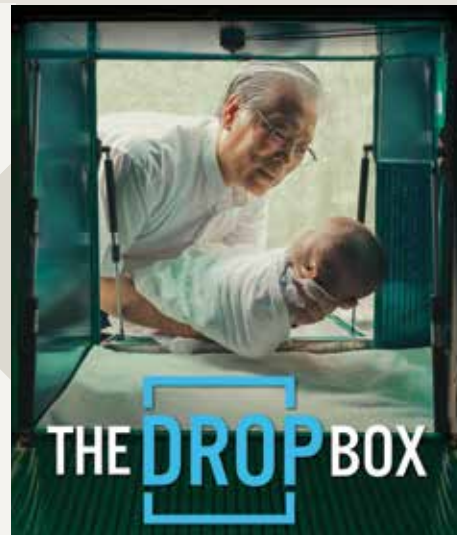
DOING MINISTRY

MARCH 3-5

***The Drop Box* – Nationwide Premier**

Following the release of *Irreplaceable* last year, **Focus on the Family** brings an impacting new film to more than 700 theaters across the country next month. As part of the ministry's core commitment to adoption, as well as the sanctity of life, Focus is pleased to present the dramatic story of a Korean pastor with *The Drop Box*.

>> For elements to help encourage your listeners to see the movie, visit ambaa.com/dropbox or contact katie@ambaa.com. (And note—you can preview the film at NRB—see our schedule for times!)



FEBRUARY 26-28

“Revive Our Hearts” – Spanish Outreach

As the Spanish-language outreach for **Revive Our Hearts** continues to grow in impact, the first “True Woman” conference for Latin America will be held in the Dominican Republic this month (February 26-28). “Mujer Verdadera ‘15” will offer an outstanding line-up of speakers including Nancy Leigh DeMoss, Mary Kassian, Damaris Carbaugh and Dannah Gresh in addition to a pre-conference for young women (13-21). The half-hour Spanish broadcast (“Aviva Nuestros Corazones”) which originally transpired out of DR listener-initiated commitment, is thriving globally and is now being further distributed (via Amb-OS) in the US.

>> Contact jennifer@ambaa.com for details on placement if interested.

NOW THROUGH FEBRUARY

“The Bucket Brigade” – Help for Ebola Crisis

It's a creative “bucket brigade” that **Reach Beyond** has launched to put significant effort into defeating the Ebola crisis in West Africa. Recognizing the difference that such simple items as soap, gloves, bleach and other necessities make, Reach Beyond is literally creating buckets of tools to battle the disease for distribution. Stations are invited to participate through a variety of tools.

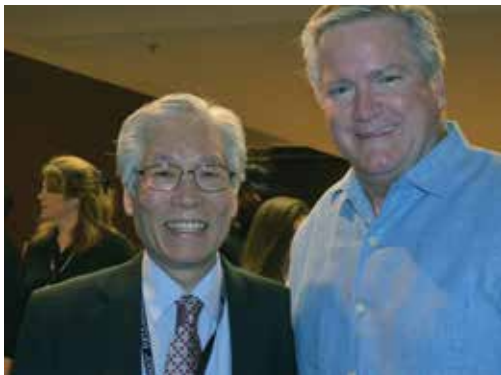
>> For more information visit ambaa.com/ebola or contact katie@ambaa.com. You can also see details at the ministry webpage dedicated to the project—reachbeyond.org/ebola.



photo recap



LEFT: Proving again that you never know who's reading *Update* ... this just in from **Steve Cummings** who was part of the Ambassador team for many years before joining Prison Fellowship in development. Steve has recently moved to Portland to serve as VP for Advancement at Multnomah University. Thanks for the creative pix, Steve! **MIDDLE:** Always a delight to welcome our friends from Colorado Springs to AAA—it means productive meeting time and good food ☺. John Fuller and Brian Krause pictured with the AAA crew. **RIGHT:** At AAA to celebrate the launch of Haven's new daily devotional, *Anchor Today*, was David Wollen and Charles Morris. For info on the station-customized 1:00 feature, send a note to Selah@ambaa.com.



Preceding its March 3-5 nationwide release, *The Drop Box* was previewed in several markets including here in SoCal. An added feature for that event was introduction to producer **Brian Ivie** (pictured in middle) and **Pastor Lee** and his wife and children on their first trip to the USA. Kelly Rosati from Focus on the Family also spoke. Footage from the evening will be included in the movie's final release. Jim Sanders from AAA pictured here with Pastor Lee; Focus representative **Allison Meggers** pictured with our Selah Cosentino and her friend, Amy Hwang.

reaching out

RAISING AWARENESS & HOPE WITH NEW FILM

In his day job, **Troy Lamberth** is Executive Producer of *Haven Today* (and also serves as Adjunct Professor of Communication Arts at Providence Christian College in Pasadena CA).



In his "spare" time recently, however, Troy lent his expertise to an important project entitled *In Plain Sight: Stories of Hope and Freedom*—a film documentary about human trafficking in America that has just been released.

>> For more information on the project, narrated by Natalie Grant, check out the movie's website inplainsightfilm.com.

VOLUNTEERS MAKE ALL THE DIFFERENCE

One very quick look at the **Mercy Ships** website provides a sober "reality check" as to the impact on people who lack the most basic medical care.



But it isn't just physicians and nurses who can make a difference—the work of *The Africa Mercy* is sustained by hundreds of volunteers who serve a variety of short-term assignments on everything from teaching to food service, from IT to accounting, from carpentry to housekeeping.

>> Will you consider helping make those needs known? Contact Selah@ambaa.com for public service announcements that invite listeners to consider this remarkable ministry opportunity.



Let us touch the dying, the poor, the lonely and the unwanted according to the graces we have received and let us not be ashamed or slow to do the humble work.
—MOTHER TERESA

SPECIAL PROGRAMMING FOR FEBRUARY

Guaranteed to Deliver a "HAPPY VALENTINE'S DAY"!

Don't miss airing new content with popular author/speaker, **Gary Thomas** on the topic of "A Lifelong Love" available in two half-hour (24:55) specials that can be used together or "stand alone." One offers encouragement on "A Lifelong Love: For Married Couples"; the other focuses on "A Lifelong Love: For Singles." A series of 1:00 features for airing throughout the month of February further complement the project.



>> Make it a Valentine's Day Month emphasis—with purpose—for everyone who listens! Contact Selah@ambaa.com for confirmed placement and give-away resources.

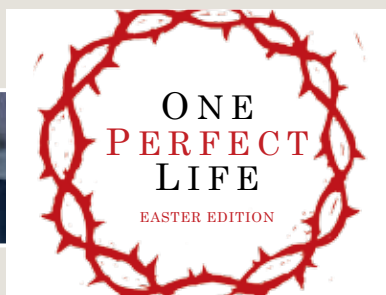
FamilyLife Today Goes LIVE Again!

It's a little earlier date this year but **Dennis Rainey** and **Bob Lepine** will again be speaking LIVE to audiences across the country on February 18-20 (Wednesday-Friday). Highlights will include inspiring stories of the impact of FamilyLife's broadcast and conference ministry, global updates, and special guests such as Elisa Morgan on imperfect families, Sean McDowell on marriage, Leslie Fields on forgiveness, Brian Houseman on tech savvy parenting—and much more.



>> For details, direct questions to Michelle@ambaa.com.

PREPARING FOR EASTER 2015



One Perfect Life

In two 25:00 specials ("Jesus of Nazareth" and "Jesus the Messiah"), the Easter story is presented in the very words of Scripture, dramatized for deeper impact. The programs, anchored by **John MacArthur**, were released last year and are already considered "classic" content. The broadcasts include a special evangelistic invitation for listeners to make the risen Jesus Christ their Lord and Savior.



The Resurrection: An Answer for This Generation

As we seek to serve station interest in special and holiday content, next up will be "The Resurrection: An Answer for This Generation" with **Pastor Carter Conlon** of Times Square Church. Testimonies will be interwoven with Conlon's Easter message for a truly inspiring 25:00 program created just for this Season.



25 Days to Calvary's Hill

This Easter season, follow Jesus on His final journey in **Max Lucado's** 1:00 feature: "25 Days to Calvary's Hill." By observing Jesus' journey, we may learn how to make ours! Features air on stations carrying "UpWords" beginning March 2 through April 3 (Good Friday).

>> Contact Selah@ambaa.com for further details on any of the above.

2015 SEASON



NRB¹⁵
INTERNATIONAL CHRISTIAN
MEDIA CONVENTION

February 23-26 | Nashville, TN | #NRB15

LOOK WHO'S COMING THIS YEAR FROM THE AMBASSADOR TEAM NEW & RETURNING NRB CAST MEMBERS



Peggy Campbell



Jim Sanders



Charley Mefferd



Michelle Blood



Bill Reitler



Lee Ann Jackson



Jennifer Perez



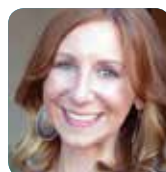
Mark Conner



Selah Cosentino



Dick Becvar



Katie Burke

Read some of
our favorite
NRB memories
at our website

Want to get our attention at #NRB15? Find us on Twitter @AmbassadorTeam

NEW THIS SEASON

Hospitality Suite

Check out our new location
in Delta Island E
(located above Paisano's Pizza!)

Great Giveaway

That's now Thursday, 2/26
at Noon in our Suite
(must be present to win!)

Interviews

NRB is the ideal time to
connect with ministry leaders
(contact evelyn@ambaa.com for details)

THE ONE THING YOU ABSOLUTELY CAN'T MISS

is the "Speaker Meet & Greet"
(see insert for details)

GIVING SPECIAL HONOR

Reach Beyond

Congratulations to Reach Beyond, which will be awarded the 2015 NRB Media International Impact Award! This honor is awarded for having a global impact for the cause of Christ through electronic media.

Joni Eareckson Tada

This year Moody Radio is honoring Joni Eareckson Tada with the Robert Neff Award, designated annually for an outstanding religious broadcaster. Upon learning of the award, Joni shared this NRB memory: "I still recall times at NRB when Bob Neff and I would park our wheelchairs next to each other—he was able to persevere through ALS with such a tangible trust in Jesus, inspiring everyone around him."

FOCUS ON THE VALUE OF LIFE

The Drop Box Film Screening

Presented by Focus on the Family, you're invited to view the film before it hits theaters. Choose from one of two special screenings, both in Delta Island E:

Monday, 2/23: 9:00pm (with host, Jim Daly)

Tuesday, 2/24: 9:00pm (with host, Kelly Rosati)

BE A VIP: Reserve your seat to one of the screenings by February 13 for special VIP status. Email marketing@ambaa.com to RSVP.

Protecting Life NRB Panel

A very special panel on Protecting Life includes participation from Focus on the Family's VP of Community Outreach, Kelly Rosati (Thursday, 2:30pm in Delta Ballroom C).

question of the month: what is your favorite NRB memory?

Seeing Gina Pastore receive a Lifetime Achievement Award on behalf of her husband Frank Pastore (2013?). Frank was a multiple NRB Talk Show of the Year recipient and host for 10 years of the Afternoon Drive talk show on KKLA-FM, Los Angeles.

Terry Fahy / KKLA



Many years ago, Dr. Francis Schaffer was scheduled to deliver the closing evening plenary session address. But because of his battle with cancer he couldn't be there. Franky Schaffer carefully delivered his father's message word-for-word. He told of how his father checked into the Catholic hospital in Rochester because it refused to perform abortions then described how that on a bitterly cold (January in Minnesota) Sanctity of Human Life Day, Francis Schaffer closed his overcoat over his cancer-swollen abdomen and walked across the street to stand outside with other Christians holding a pro-life sign to protest Methodist Hospital for their willingness to perform abortions. He painted a vivid word picture for me of a man whose life matched his message.



That message resonated with many in the packed ballroom. Our friends from Kansas City Youth for Christ heard that message, returned home, purchased a Catholic Convent and turned it into a crisis pregnancy ministry as a direct result of hearing that message. A Godly life, a Biblical message and a powerful result. I was there to hear it and see it, and it has impacted my life. Thank you, NRB.

Rich Bott / Bott Radio Network

In 2004 we had the opportunity to see the Passion of the Christ before the release of the film. We all walked into the screening talking, joking and laughing. At the end of the film we were weeping and walked out in silence. The movie reminded us of the suffering our Lord endured because of His love for us.



Doug Martin / Good News Radio Broadcasting

First--Hearing President George Bush in person (twice!). Second--I recall the reverent hush that came over the crowd after viewing "The Passion of the Christ." What a moving experience! My third favorite is Joni's Hymn Sing - hearing several hundred people sing "How Great Thou Art" acapella in the atrium just moved me to tears. We cherish the friendships we've made over the years because of NRB.



Susan Turner / WBGW

I will never forget how warm and welcoming Kay Arthur was to Patti and me the first year we attended an NRB convention. Kay was a member of the executive committee at the time and very busy, but she went out of her way to make sure we found our way around and benefited from everything the convention had to offer.



Larry Souder / WPEL

I have so many fond memories of NRB. Many of them are of the wonderful events Ambassador shared with all of us; you really know how to host an event! In addition, one of my personal favorite memories is of just Joni and Lee singing a hymn in the lobby of the hotel in Orlando. It was a beautiful spontaneous praise to our Lord. Perhaps that was one of the seeds that brought about the Joni hymn sing.



Beth Schafer / Inspirational Family Radio

Honestly, my favorite memory is listening to Joni Tada tell the story of how Ken cared for her through the years of their struggles (last year or the year before). I think it was after her book release. To hear all that this wonderful couple has come through and the way the Lord has provided, encouraged and directed them was a blessing. AND a reminder to never give up!



Collin Lambert / Moody Radio

Beth and I first attended NRB when it was held at the Hilton Hotel in Washington DC. Between sessions the halls were full of people going every direction... then they all disappeared! We didn't know anyone or where they were going, and we looked like the proverbial "deer in the headlights." I said to Beth "I've talked with Ambassador on the phone but I don't know their faces, I need to find them." After returning from a walk to the National Zoo, just outside the front door of the hotel we saw a group of young ladies and I asked them "Can you tell me how to contact Ambassador Advertising?" In chorus they all said "We ARE Ambassador, are you Jack?"



From that moment on our NRB experience was filled with memorable times. We were no longer "deer in the headlights." I am grateful to the Lord for the support and encouragement of NRB with my involvement in Christian radio.

Jack Pelon / KPOF

coming up

FEBRUARY 4

Nancy Leigh DeMoss speaks at Moody's annual Founder's Week (Chicago), sharing her memorized Scripture presentation (which was initially given at the "True Woman '14" conference).

FEBRUARY 17-20

Joni and Friends hosts "Global Access Conference: Where Disabilities and Possibilities Meet" (Westlake Village CA) featuring speakers such as **John Stonestreet** ("The Point") on "Brokenness and Biblical Leadership in a Fragmented World."

FEBRUARY 19-22

Wayne Pederson ("Reach Beyond") will precede NRB attendance with participation at the Fellowship of Christian Broadcasters (Stanstead UK).

MARCH 13-15

With Joel Rosenberg, **Anne Graham Lotz** speaks at The Cove (North Carolina) on "Blowing the Trumpet" as part of a biblical prophecy seminar.



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**GOD DECIDED IN ADVANCE TO
ADOPT US INTO HIS OWN FAMILY
BY BRINGING US TO HIMSELF
THROUGH JESUS CHRIST.
THIS IS WHAT HE WANTED TO DO,
AND IT GAVE HIM GREAT PLEASURE.**

EPHESIANS 1:5 (NLT)

