



AMBASSADOR

WE CONNECT. MINISTRY AND MEDIA.

Hear the
cry and the
prayer
that your servant
is praying
in your presence
THIS DAY.

I KINGS 8:28



did you know?

Reach Beyond has launched a new podcast series. Anticipated as a monthly release, reachbeyond.org/podcast will help bring constituents "up close and personal" to the ministry's outreach—currently its "Make Ebola Kick the Bucket" campaign to aid the battle against the deadly virus in Africa.



Thanks for your support! More than 275,000 attended the national theater release of **Focus on the Family's** *The Drop Box* film. The initial limited run was so successful, an encore night was added to the release.



Anyone who has undertaken a website revision will understand—it's cause for celebration! Visit the new edition at LifeIssues.org for the latest from **Life Issues Institute**—the information is timely ... and the photos irresistible ☺.



Check out the ROTW website for **Barry Meguiar's** fascinating video interviews including a recent edition featuring Alan Sears (Alliance Defending Freedom) all about "Faith in the Workplace."



The **Africa Mercy** doesn't only deliver medical help when visiting impoverished countries. Recently 30 trainees learned agricultural skills and nutrition principles in the **Mercy Ships** Agricultural Program, taking newly-learned expertise back to their local areas in Madagascar where the ship remains in service.



who knew?

Here are some of the latest responses to our "Tell Us a Random Fact About Yourself" file (see our website request form for station promotional support). We thought you might want to know too!

"We've been on the air continuously since December 26, 1926 ... with no commercials ever!"—**Ed LeVoir** (WMPC-Lapeer MI)



He spent three years living in Ireland as a teenager when his dad was serving internationally—that's **Chris Gould** (Salem Communications).



tech UPDATES



a note from DICK BECVAR

Northwestern Media's Faith Radio offerings now LIVE via Amb-OS:

Faith Radio offers a blend of preaching, teaching, and compelling conversation to help connect faith to life. Whether it's faith, family, or finances, Faith Radio offers encouragement and insight every day of the week.

Available daily programs include *Austin Hill in the Morning*, *Connecting Faith*, and *Live the Promise with Susie Larson*.

Dr. Bill Meier Live and *Austin Hill's Big World of Small Business* are available for Saturday broadcast and *Real Recovery with*

Bill Arnold and George Fraser and *Cradle My Heart Radio with Kim Ketola* round out Sunday's schedule. For more information on Faith Radio, contact Dale Davis at 1-877-859-5369 or dale@preeminentmedia.com.



AUSTIN HILL

SUSIE LARSON

BILL MEIER

KIM KETOLA



BILL ARNOLD
GEORGE FRASER



a note from CHARLEY MEFFERD

Now available on Amb-OS:

Daily Hope with Rick Warren shares a meaningful message from Scripture, practical and applicable, to encourage, equip and train people to fulfill God's purposes for their life. For more information on *Daily Hope with Rick Warren*, contact Travis Young at 469-454-0066 or travis@dunhamandcompany.com.

RICK WARREN



American Pastors Network, the largest national network dedicated to equipping pastors to be a voice for truth in the public square, launched a live daily radio program called *Stand in the Gap Today* (M-F, Noon-1 ET). To carry *Stand in the Gap Today*, contact Michael Hamilton at 610-584-1096 or mhamilton@hamiltonstrategies.com.



FRONTLINE: Jerusalem with Earl Cox is a 1-minute daily, Pro-Israel commentary from one of the world's most passionate defenders of Israel. Earl Cox will bring your audiences an inside perspective from the front lines of Israel's war on terror and the media's war of public opinion against the Jewish State. For more information on *FRONTLINE: Jerusalem with Earl Cox*, contact Bruce Coy at 843-906-3855 or bcoy@dcwebsite.com.



EARL COX

Renewing Your Mind with Dr. R.C. Sproul will be EXCLUSIVELY DISTRIBUTED on Amb-OS starting May 17. *Renewing Your Mind* provides accessible, in-depth Bible teaching to millions around the world. To carry *Renewing Your Mind*, please contact Deborah Finnamore at 407-333-4244 or definnamore@ligonier.org.



R.C. SPROUL

mother's day

Classic Mother's Day Radio Specials for May 10!

We invite you to contact Sheri@ambaa.com for permission to air any of these classic special programs (each 25:00) from Elizabeth George that reflect the heart of God on the role of moms.



Elizabeth George

"A Woman's Daily Walk with God"

With life-scene enhancements, this is a special for moms—for any woman—from the heart of a wife, mom and grandmother who knows "you can do all things in Christ who strengthens you."

"A Bell Sheep Mom"

When a shepherd notices a sheep willingly following him, he hangs a bell around its neck so that the flock will follow the "bell" sheep—who's following the shepherd. In this Mother's Day special, Elizabeth George encourages moms to be a "bell sheep" for their daughters.

"A Mother's Day Quilt"

In this special focusing on the virtuous woman of Proverbs 31, a quilt with its beautiful patterns, textures, and "sewing" together, is the perfect metaphor for a woman after God's own heart.

Charm is deceptive, and beauty is fleeting;
but a woman
who **FEARS THE LORD**
is to be *praised*.

PROVERBS 31:30



new book

True Woman 201: Interior Design...Ten Elements of Biblical Womanhood

Just released from **Revive Our Hearts** is this ten-week Bible study that takes a bold, fresh look at what the New Testament has to say about womanhood.

In a beautifully presented format, **Nancy Leigh DeMoss** and co-author Mary Kassian help guide the reader through a "renovation" project with the goal of a beautiful new "interior design."

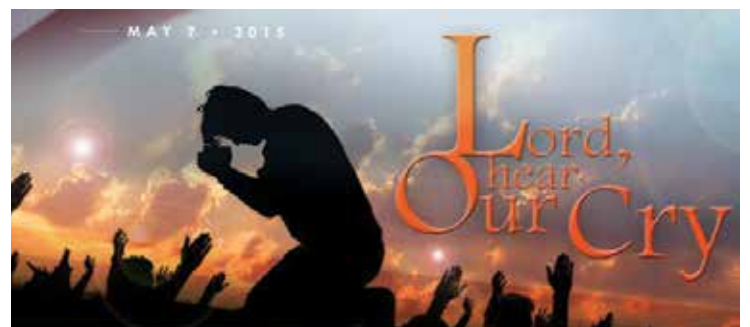


Nancy Leigh DeMoss Mary Kassian

may 7

National Day of Prayer

Don't miss using some of this specially planned content to coincide with the national observance on Thursday, May 7, including our PSAs (check the FTP site) and particularly an appropriate special series on "It's Time to Pray" (**Carter Conlon**) focused on this year's theme "Lord, Hear Our Cry" based on 1 Kings 8:28.



Picture Perfect DAYS



Committed to connecting the next generation with God's heart for disability ministry, **Joni Eareckson Tada** spoke at Azusa Pacific University (pictured above: Lee Ann, **Ken & Joni**, **Rainey Floreen**, Peggy, APU President **Jon Wallace** and Jim)



It was a lovely day to visit Grace to You's HQ & enjoy lunch with the ministry's **Corey Williams**, **Jay Flowers**, **Paul Ackerman** and **Phil Johnson** (also pictured: Ambassador's Charley, Michelle, Jim).



One good thing about long history is longtime friends in broadcasting—great to greet **Jack Mortenson** (Mortenson Broadcasting) back to AAA for a visit.



A delight to spend an afternoon with **Nathan Jones**, Director of Partner Relations—Northwest and North Central Region for Prison Fellowship.



It's true that Ambassador's newest team member **Charley Mefferd** continues to make Dallas his home, but that makes visits to SoCal that much more fun! Pictured above with the staff at **Roger Kemp and Company**. Left: Joni and Friends' **Tatiana Sosa**. Right: The Mefferd family visits AAA (L-R: **Danny**, **Melanie**, **Megan** and **Rachel**).



Michelle Blood and husband, Steve, enjoyed a firsthand "Weekend to Remember" experience (Ventura CA)—here joined by FamilyLife's **Hobby Howard** and **Matt Maguire**.



Everyone's favorite weekly staff devotions are those led by founder **Al Sanders** (pictured with **Margaret** and good friend, **Diane Mullin**). His theme this time was on life lessons ... and those are pretty significant at 88!



There's just nothing better than a spontaneous visit from friends—NRB Chairman **Bill Blount** stopped in on his way to SoCal NRB work as well as a trip to NAB.



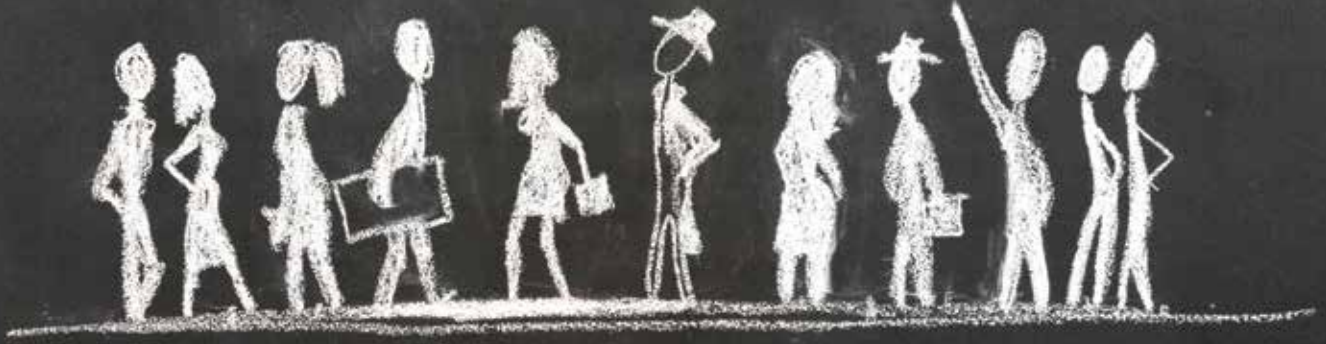
An annual tradition has become sharing birthday celebrations with **Brad Mattes** ("Life Issues") and his wife, **Ellen**. This time the trip included a stop at KBRT to visit with former AAA staffer **Roger Marsh** (on-air personality for the station) and GM **Sarah Jackson** who was at the station with her newest arrival, **Arionna Elizabeth**.

FOR FATHER'S DAY – JUNE 21



AHA

The God-Moment That Changes Everything



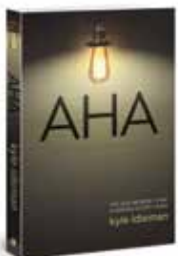
It's a biblical story that is all too-often repeated in contemporary lives ... a wayward child and a father's unfailing love.

In this **new 25:00 Father's Day special**, Kyle Idleman uniquely encourages the dad who may be living in a chapter of life titled "pain" or "discouragement" with the truth that God can restore every rebellious child, no matter how far away they wander from home.

And, of course, there's a spiritual principle in the story that applies to many of us. Just as there was transformation in the prodigal, so can there be for those who have strayed from the Father ... who is always ready to welcome His child home.

Included with the half-hour special are 15 x 1:00 features with "Aha!" moments—moments that bring lasting transformation. The special and corollary features are great for airing any time but especially ideal for Father's Day.

Contact Selah@ambaa.com for confirmation of release and provision of support materials and resources.



Meet Kyle Idleman

First and foremost a husband and father of four (three girls and one son), Kyle also serves as teaching pastor at the Southeast Christian Church in Louisville KY where more than 20,000 worship every week. He's the author of the best-selling *Not a Fan* book which now includes an edition especially for teens. Most of all, Kyle would say that his job description is simply to "be the branch" because Jesus is the Vine and apart from Him, we can do nothing.

Meet John Sorensen

Launched April 6, the new 1:00 feature **"Share Life Today"** brings the renowned legacy of Evangelism Explosion to the Christian media arena. The infectious enthusiasm of EE International President John Sorensen makes for a most winsome presentation ... as you'll see in the responses below!

How early in life did you come to know Jesus as Savior?

I was 26 years old when I came to Christ. I had grown up in a religious home (in fact my dad was a pastor). I had even attended a few years of Bible college! But I still did not know what was going to happen to me when I died. Then Dr. Tom Stebbins asked me two great questions: 1-Did I know for sure I had eternal life? I said, "No. Could anyone know?" and 2- What would you say to God if He asked why He should let you into Heaven. I said, "I'm trying to be a good person. I hope the good things I do outweigh the bad things I do!" He shared the Gospel with me (using the Evangelism Explosion outline) and it was right in the middle of the chair illustration when I understood for the first time the difference between simply knowing about Jesus and trusting in Him. That day, in September 1988, I put my trust in Christ and Him alone. And my life was radically changed!

What was the catalyst for you personally joining the Evangelism Explosion organization?

Two years later I was trained in Evangelism Explosion by this very same pastor. The first night we went out to share the Gospel. I was scared to death! But we saw a real miracle happen. The man we visited prayed to receive Christ! Needless to say, I was hooked. Little by little sharing the Gospel became the desire of my heart and the other things that I did started to fade in importance. My wife Ann and I joined EE's staff in 1997 and have loved being here ever since.

When you became President of EE, you stepped into the position formerly held by the ministry's founder, Dr. D. James Kennedy—a great friend to all of us in NRB. What was it like to take that leadership role?

Dr. Kennedy was arguably the best Christian I have ever known. While he was intensely busy, he knew how to keep the main thing the main thing. Every week he took out a team and showed them how to witness. Even to his last breath, hearing a story of someone coming to Christ got him excited! I would often go to lunch with him; and I cannot think of one time when he did not start a conversation with someone we met, asked some great questions, and had a chance to testify to the life-changing truth of Jesus Christ. He was gifted in so many ways! There is rarely a day when I don't recognize the great contrast between him and me. We do have several things in common—one of which is loving to see people come to Christ! You should know that it is not my goal to become

the next D. James Kennedy. I honestly don't think anyone could be. My goal, by God's grace, is to continue the mission for which this great ministry was founded until Christ calls me home.

Since its founding, do you know how many individuals have been trained through EE to be a witness for Christ? Results?

EE has operated fairly consistently since 1962. Once 1970 came around, the ministry was all over the world. There are times when one country excels while others struggle. But overall, there is a consistent growth to the work worldwide. This past year, over one million Christians were trained to share their faith! So the number could easily approach 30+ million people! In just the first 15 years of this third millennium (2000 through 2014), we have, by God's Hand, seen right at 100 million people make a profession of faith in Jesus Christ. God is good!

You would probably not be surprised to know some of us aren't as bold as you about sharing our faith. Why is that?

Satan's greatest tool against the Church is discouragement/insecurity. If he can make us believe that we are useless, unable, or insignificant, then he has gone a long way to remove us from this epic spiritual battle that is described in God's Word. Sadly, we don't understand how God can and will use us in leading others to Christ. Even some pastors do not believe that lay people should be involved in such things! The truth is that God has placed us as missionaries to our friends, relatives, work associates, and neighbor—even to the strangers that we meet. And frankly, nothing is more exciting and fulfilling! Most Christians just don't know how. And they are filled with fear (What if I do it wrong? What if I make it worse? What if they ask me something that I can't answer?). This is why EE, and ministries like EE, are so vital in the Church.

Why radio now for Evangelism Explosion?

EE was founded on one basic principle: lay people are the KEY to reaching the world for Christ. The evangelism "explosion" being referred to is the expansive growth of witness that can happen as one Christian learns to witness and then trains someone else to do it too. Many Christians are able, but we get busy with life. So radio is a wonderful tool to encourage believers to focus on witness, in whatever way we are able, today. If we can make witness a daily habit, we will see God do wonderful things through our lives. And that will further encourage us to trust Him to "live out loud" to fulfill His purpose in our lives.

Is there someone you consider to be your spiritual mentor? I've had many great mentors in my life. Certainly Dr. Tom Stebbins (the man who led me to Christ and equipped me in EE) was a great mentor to me. And then



Dr. D. James Kennedy. Others, like Dr. Jerry White, past president for the Navigators, and Bobb Biehl (MasterPlanning Group) have spent time building into my life. It's one of the things I love about the Church. We should each have a mentor, and be a mentor. Pardon my shameless plug, but I think EE is a great way to mentor others!

Tell us about the Sorensen family. I have a wonderful bride, Ann. We are in ministry together. She is one of the best trainers in EE that I know! I also have, by God's grace, four children: two daughters and two sons. My oldest daughter, Erin, lives in Nebraska and works for a large non-profit, working in social media. My son Josh was the first married, lives in Asheville, and works with the ministry in development. I got a great daughter-in-law Emily out of that! My daughter, Hannah, just got married to a fine young man, Kevin, who is studying to be a pastor. Hannah teaches music at a private school in Florida. And last, my youngest son, Jacob, attends Appalachian State University and wants to be a medical missionary doctor in Africa.

Your work finds you on the road a great deal—what do you do to relax? I love to read. I generally read one book a week (sometimes more!). Still, if you spent some time with me you might say, as others do, that I work pretty much all the time. Frankly, I love what I do. My grandfather once told me, "Find a job doing what you love to do and you'll never work a day in your life!" Amen... go grandpa!

As a lifelong learner, what's on the reading table right now? I read through God's Word each year. I read different translations, etc. But I stay in His Word primarily. This week I'm in the book of Joshua. In addition, this week on my desk are *Jesus in the Gospels* by my friend and pastor Jim Dykes, *David and Goliath* by Malcolm Gladwell, and *Leaders Eat Last* by Simon Sinek.

>> AIR SHARE LIFE TODAY

Contact Charley@ambaa.com for details and to confirm placement.

question of the month

When you were a youngster, what did you hope to “be” when you grew up?



My neighbor, who was in high school at the time, and just a few years older than me, was a ham operator. He invited me one hot summer night to check out his setup. I was just blown away by all the sending and receiving equipment. I think it was at that moment, at 12 years old, that I knew I wanted to get into radio.

Randolph F. Berkson (WVNE)

For a 5th grade assignment I answered this question in saying “I want to be a UPS delivery driver”. Then while in college, I drove a step-van making deliveries between area grade schools and high schools. That’s about as close as I’ve come to fulfilling my youthful career goal. But if this radio thing doesn’t work out...

Steve Bracco (WSTM/WJUB)



From my earliest memories I remember always wanting to be a wife and mother, not really a career choice people talk about. I am both a wife (celebrating 25 years this month) and a mother (of two college age kids). I kid around with my kids all the time, saying that if I had known they would turn out like they did we would have had many more!!

Stella Harder (KJIL)

I always hoped to work in a beauty shop. As a child, I fixed my doll’s hair for hours on end and by the time I was 12, my mom and both my sisters let me cut and style their hair. (Unbelievable!) I was able to attend beauty school and worked briefly in a shop in my early 20’s. I’m still fascinated by hair and check out everyone’s cuts and styles to this day.

Theresa Schaad (KYCC)



When I was young, I wanted to be a high school math teacher. Both of my parents are teachers, and I wanted to be just like them! Also, for some reason, I really enjoyed math ... until I got to high school. Praise God he led me in another direction!

Amy Gibson (Bott Radio Network)



A media mogul, for sure. I’m still working on it.

Ryan Williams (KBBW)

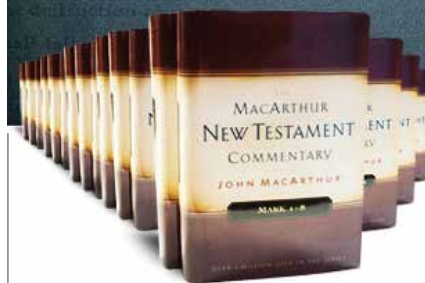
When I was young I used to watch the show “Family Ties” and wanted to be Alex P. Keaton.

I thought that it would be great to be in business and make the big decisions.

Bob Croft (KDUV)



new



A MILESTONE ACHIEVEMENT

After nearly 35 years, *The MacArthur New Testament Commentary* is finally complete. With the recent publication of two volumes on Mark’s gospel, **John MacArthur** has finished a project that very few individual Bible teachers have ever accomplished—writing a detailed commentary on every verse of the New Testament.

An outworking of his multi-decade pulpit ministry, the commentaries reflect John’s dedication to explaining the biblical text with clarity. The outcome is a set of tools (33 books and a total of nearly 7000 pages) ideal not only for pastors, but particularly for lay people as well.

A special edition of “Grace to You” recently featured an interview with John and Phil Johnson, executive director of Grace to You, that shared how the project was initially launched, and what it took to create each volume.

Learn more:
macarthurcommentaries.com

“You are never too old to set another goal or to dream a new dream.” —C.S. Lewis

coming up

MAY 8-9

“Truth in Love” is the theme for the Grace Fellowship Church (Newport Beach) conference featuring **John Stonestreet** and others. The presentation focuses on the Bible, homosexuality and same-sex marriage.

MAY 9

Eric Metaxas anchors a gala event for Biola University being held under the iconic “Jesus Saves” sign in downtown Los Angeles where the school had its roots.

MAY 11-25

Jim and Rosemary Garlow will lead a fascinating Pentecost tour to Israel with Skyline Church’s “Tree of Life” Messianic Jewish congregation.

MAY 22

Carter Conlon (“It’s Time to Pray”) joins an outstanding line-up of speakers for the Family Research Council’s Watchmen on the Wall 2015 Briefing (Washington DC).

next month

JUNE 11

Speaking to over 1100 Teaching Leaders of Bible Study Fellowship, **Anne Graham Lotz** will be at the Revelation Institute (San Antonio). The Institute is preparation for the study of Revelation that launches in the Fall for the 400,000 men, women and children who attend BSF.

JUNE 14-17

Held at Skyline Church, **Jim Garlow** hosts a significant gathering under the umbrella title “Future Conference: What You Thought Was Coming ... Is Here Now.” Speakers include Jim Liske (President/CEO of Prison Fellowship), Bishop Harry Jackson, Tony Perkins, Star Parker and others.

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Charles on the Move

From the day Charles Morris arrived at HAVEN, he's been thoroughly engaged in visiting stations, hosting sharathons, and recording creative material for the broadcast. In the past few weeks, here's just a few of the stops he's made. Plans for the summer (photos to come) include broadcasting from Cuba! Blessings on the journeys, Charles! We love your heart for broadcasters!



Oregon

Visit Salem Portland stations, Charles with (L-R): **Justin Mansfield** (Director of Operations), **Troy Lamberth** (Haven), and **Dennis Hayes** (GM).



Charles interviewing Portland-based experimental hip hop group **Beautiful Eulogy** for an upcoming broadcast.



Arizona

Being interviewed on Family Life Radio's *Intentional Living* is (L-R): **Adam Biddell** (GM), **David Wollen** (Haven), **Dr. Randy Carlson** (program host), and **Joel Davis** (PD).



Visiting with Good News Broadcasting's **Doug Martin**.