



Ambassador

We Connect. Ministry and Media.

DECEMBER
2016
UPDATE

Merry
Christmas
and a
Happy New Year

“...but the
GIFT OF GOD
is eternal life in
JESUS CHRIST
our Lord.”

ROMANS 6:23

INSIDE

Radio specials for Christmas and New Year's (Page 3)
The Ambassador team shares 2016 highlights (Page 4)
2017 important events — save the dates (Page 7)

DID YOU KNOW?

Over 200,000! That's the estimated number of LIVE stream users, from 101 countries, who participated in *Cry Out! '16*, a nationwide prayer event for women held September 23, 2016, sponsored by **Revive Our Hearts**.



CRU's Winter Conference will convene in nine locations nationwide during late December and January (check website for dates and locations). Participants are invited to "gather with others who want to explore life with God, life together and a life of lasting impact."



Jim Garlow has been actively involved with the **Jefferson Gathering**—a Wednesday evening Bible study held in Room HC5 of the Capitol Building. Want to send your representative an invitation to attend? You can find details at skylinechurch.org where Jim is pastor.



And here's a big **did you know?** Our good friends at **Cooke Pictures** are marking a silver anniversary and to celebrate, they're giving back! You're invited to enter a **contest** offering a one-day intensive with their team on branding, website, social or broadcast media—all without cost!

Just send Cooke Pictures a one minute video that includes:

- Who your organization is and what it does
- How you'd like to see it grow (or the impact you want to make)
- How Cooke Pictures can help

It doesn't have to be a fancy video—your story is what counts. So feel free to use your iPhone and make a case for how you think Cooke Pictures could help.

Wondering why Ambassador is inviting participation? Just check out the beautiful video at our new website (ambaa.com/our-services) that Phil Cooke and his crew produced for Museum of the Bible's "The Book." We liked it so much, we're using it on our site—THANKS, PHIL!

TECH UPDATE WITH CHARLEY MEFFERD

We are excited to welcome **June Hunt's Hope for the Heart** and **Hope In the Night** to Amb-OS!



To receive **Hope for the Heart** (Weekdays 25:00), please log in to the Amb-OS permissions portal at amb-os.com/permissions. The program and promos will be listed under the HFTH program code.

To schedule the LIVE FEED of **Hope in the Night** (Tues-Sat, 12a-2a ET), please send your station call letters and Amb-OS receiver serial number to programs@amb-os.com or call 877-AMBOS2U.

BY THE NUMBERS

These stats highlight the great need for the continued work of **Life Issues Institute** (including a new special, see page 3). See & share more at ambaa.com/infographics

ABORTION



58.5 million
BABIES HAVE BEEN LOST TO
ABORTION SINCE 1973

2,900 babies
DIE EVERY DAY
FROM ABORTIONS

Percent of abortionists that offer abortion at...

8 WEEKS:

95%

20 WEEKS:

34%

24 WEEKS:

16%

Stats updated March 2016

“It's critical that life issues continue to be in the forefront of our nation's conscience.”
—Brad Mattes, President, CEO, & Host
Life Issues (daily 1:00 radio program)

Christmas



Because of Bethlehem (28:00) ... we have a friend in heaven, we have a Savior in heaven. It wouldn't be Christmas without a message from **Max Lucado**.



Where Christmas Never Ends (28:00) ... **Carter Conlon** reflects on this glorious season through both message and song (including some of his own!).



Christmas: Hope for the Lonely (54:00) ... with the reminder that Jesus is our hope, **Charles Morris** and special music remind us that "God is with us"—at Christmas and always.

NEW RADIO SPECIALS



You'll find **holiday PSAs** on our FTP site ... and much content on each of our short features during December—just ask and we'd be happy to permission during the month!

Sanctity of Life

[SANCTITY OF LIFE SUNDAY IS JANUARY 15]



From Life Issues Institute, **End of Life: Who Gets to Choose?** (26:00) ... is the important topic for the 2017 commemoration of the historic Roe v. Wade decision.

In an all-new special produced for the January annual event, **Brad Mattes** swings attention from beginning of life to end of life issues with the dramatic retelling of families confronted with a decision regarding sustaining life for those who may be termed so-called "brain dead."



It's a powerful reminder that such conclusions often come in moments of ill-preparedness. 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.

Did you know? Since Roe v. Wade (1973), 58.5 million babies have been lost to abortion.



New Year's

What Can the Righteous Do? (25:00) ... teaching from Mark 8, **Carter Conlon** recalls the story 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.



Contact

Sanctity of Life special: For information, audition access, placement confirmation—contact Lee@ambaa.com

All other specials on this page: For auditioning, clearance, and promotional resources on any of the above specials, direct your response to Haley@ambaa.com and visit ambaa.com/special-programming



*Merry
Christmas
and a
Happy New Year*

As we look forward to all that's ahead in 2017,
we pause to remember
our favorite memories from the past year.

Share your 2016 highlight at our website!



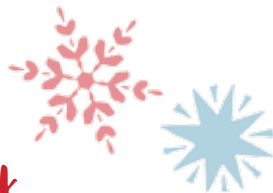
Bill

The hard hat tour of Museum of the Bible in April, as part of the 2016 Wilberforce Weekend in DC. After voicing so many features of "The Book" and seeing artist conceptions of the museum, to see the actual site was overwhelming!



Charley

Welcoming Casper, our Collie pup, into the Mefferd Family — happily joining Janet, Rachel, Danny, Melanie, and Megan.



Pick

Spending some tourist down-time with the Amb-OS guys at NAB in Las Vegas.



Evelyn

I've wanted to do it for years and beginning in July of this year, I became a member of the 2016-2017 class of the Colson Center Fellows Program—and it has definitely been a time of discovery and challenge! (Pictured here with fellow Colson Center Fellow, Sarah Stonestreet!)



Haley

Becoming a wife this past April! Marriage is such an adventure and I'm so grateful. We are soaking up this newlywed season and excited for all that's to come!



Jani

Celebrating our 25th Anniversary—we partially credit AAA because our friendship developed into courtship after John started working in Syndication.



Jennifer

Receiving the gift of Disneyland passes which my daughter Jessica and I enjoy often—it's a gift that keeps on giving all year!



Jery

My kids got into acting at the beginning of the year. They both now have been in a movie with IMDB credit towards their resume.



Jim

Embarrassing myself at the home of golf with good friends. In case you're not a golf-addict—that'd be St. Andrews, Scotland.





J.C.

They say food brings people together, well so do boats! After being absent from our love of #lakelife, this summer we got back to it!



Jon

6-18-16 is more than just a palindrome, it's the day I married my best friend and the love of my life: Marijke Bishop!



Kathy

Ever been inside a snow globe? Me neither, but our family sure had fun taking photos in this orchard.



Katie

Taking my mom on a trip to San Francisco for her big birthday, and then surprising her at the airport with her sister and two nieces who joined us for a memorable girl's weekend!



Lee Ann

My daughter's wedding day – watching Rachel walk down the aisle and in awe of the Godly woman she has become and of the man God blessed her to spend the rest of her life with.



Mark

Sending my oldest daughter Summer, off to college! (Of course, that's just down the street from Ambassador at Vanguard University ☺).



Michelle

Being "Nana" to my first grandchild! Of all the delights, it's the sheer joy on my mother's face when she gets time with her great-grandson Jameson that is the most special to me.



Peggy

At Steinway Hall in Beverly Hills listening to my mom, on her 90th birthday, play the piano that is being given in her honor to Azusa Pacific University—first in an initiative to become an "All Steinway" institution.



Selah

For the first time ever, I walked the Freedom Trail, which provided a deeper sense of connection and awe to the history of our nation.



Sheri

Making Christmas stockings for some of my grandkids. I'm blessed to live with several of them, and enjoy the company of 3-year-old Lorynn (Lolo) who sits on a stool by me while I sew. She's my "quality control" expert making sure I've done them right!

SNAP SHOTS



L-R: It was Tucson Time when we enjoyed visits from **Adam Biddell** (Family Life Radio) pictured with **Barry Meguiar** (Revival Outside the Walls is about three minutes away from our office) as well as **Christina Willits** from Good News Radio (exchanging corporate mugs with Selah). Then, “our man in Dallas” (Charley Mefferd) with **Charles Morris**—nice to have an AAA “greeter” for folks visiting Texas!



L-R: **John MacArthur** was the featured speaker for the annual pastors’ event sponsored by KDAR-FM (Oxnard CA)—pictured with **Chris Gould** (VP/Natl Sales at Salem), **Jay Flowers** (Managing Director at GTY) and **Ron Walters** who created the events while GM at KFAX, now serving as Senior VP/Ministry Relations at Salem. **Deloy Sterns** is not only a good friend—he’s our “neighbor,” serving at KWVE (Costa Mesa CA). Nice to have you stop in, friend! Nice to be located near John Wayne Airport so we get to see old friends now and then—recently it was **T.J. Malievsky**, formerly with Salem, whose son is also an AAA alum. Aloha, TJ—thanks for including us on your SoCal visit.



L-R: And speaking of visitors . . . loved greeting the entire **Krause family** when Brian (Syndication Manager at Focus on the Family), wife Marti, adorable daughters Maya and Brielle—and Marti’s folks, Mark & Donna DeZwarte—were out to make the trek to Disneyland. (No, they didn’t wear this to AAA—we have props ready!). It was also a joy to meet with **Samy Tanagho** in exploring further ways to help believers minister to Muslims. And (center) it’s always a joy for Jim to record with **Joni**, pictured here with her two right arms—**Deborah Gandhi** and **Rainey Floreen**.

JAN

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Evangelicals for Life event in Washington DC will feature **Jim Daly**, **Kelly Rosati** and others (1/26-27).

FEB

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

Anne Graham Lotz will be speaking at Dallas Theological Seminary's Impact Partner Luncheon (2/22).

MAR

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

It's an unforgettable trip to Israel with UpWords' **Max Lucado** and musician Matt Maher (3/21-31).

APR

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Blended & Blessed is a one-day live event (hosted in homes and churches) for blended families—hosted by **FamilyLife** (4/29).

MAY

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

The Colson Center hosts its annual Wilberforce Weekend at the Gaylord DC (5/19-21).

JUN

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

The Africa Mercy sails out of Benin after a ten-month field service stint. Next up—Cameroon in August.

JUL

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Joni and Friends hosts one of 29 domestic Family Retreats—this week (7/25-29) at Lone Tree Ranch (Capitan NM).

AUG

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

You'll find **Barry Meguiar** and the *Ignite* team at the Assemblies of God General Council meetings in Anaheim CA.

SEP

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Charles Morris and the team at Haven take friends of the ministry to Alaska for a special cruise (9/10-17).

OCT

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

It's the 500th anniversary of the **Reformation!** Watch for special programming!

NOV

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Museum of the Bible officially opens near the Mall in Washington DC!

DEC

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Merry Christmas—can you believe how fast the year went by?!



Launch in to 2017 ready to connect with new ways to engage ministry and media.
Save this page and keep watch in future newsletters for more!



Ambassador

ambassadoradvertising.com

1641 Langley Avenue
Irvine, CA 92614

949.681.7600



@AmbassadorTeam



WE ARE HERE

You hold a copy of Update anywhere in the world and you are guaranteed space in the publication! Thanks for "taking us with you" . . .

STARTING CLOCKWISE/TOP LEFT:

Amsterdam: Brad Mattes from the beautiful Amsterdam Rail Station while representing pro-life issues as President of the International Right to Life Federation.

Omaha: Dennis Rainey speaking at the KCRO Pastors' Luncheon (Omaha NE). Pictured with local leader Jim Lessley, Mike Gardner and Emmitt Fowler from FamilyLife, Greg Vogt (GM/KCRO) and Michael Escue, Ashley Rainey Escue's husband ☺.

Colorado Springs: John Fuller not from the studio but on a recent "expedition" with fellow hunters. (Watch out, Bambi!)



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