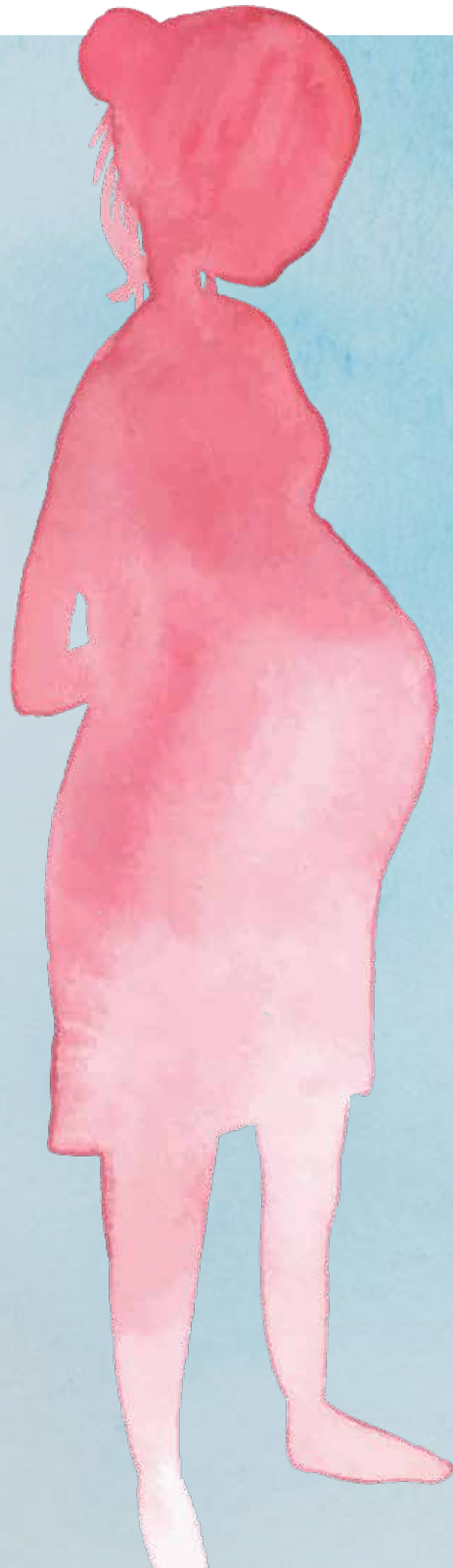




Ambassador

We Connect. Ministry and Media.

NOVEMBER
2016
UPDATE



You have been
my guide since I was
first formed
from my mother's womb
You are
my God

Psalm
22:10-11

LIFE ISSUES INSTITUTE



Founded in 1991, the leader in pro-life education and advocacy celebrates a milestone anniversary this month. Read more about the legacy of founder Dr. John C. Willke and the organization's current impact led by President Brad Mattes!

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INSIDE

Ambassador launches **new look** and website (Page 4)
Re:Cast Summit brings broadcasters together (Page 6)
New & classic **Christmas radio specials** (Page 10)

DID YOU KNOW?

Recognizing the extraordinary work of Mercy Ships, Congressman Louie Gohmert (TX) has introduced legislation to award **Don Stephens** (president and founder of the organization) the **Congressional Gold Medal**—the highest civilian award bestowed by Congress. Don is heard every day on hundreds of stations nationwide on *The Mercy Minute*.



Also recognized as a man whose life is the personification of the “salt and light” that Christ asked believers to be (Matthew 5:13-16), **Steve Green**, president of Hobby Lobby and Museum of the Bible board chairman, received the **Oklahoma City CBMC Salt & Light Award** last month.



The Smart Stepfamily is now available in audio form—good news for those who follow **Ron Deal** and are looking for great wisdom for blended families! (You can also find that in every day's *FamilyLife Blended* 1:00 feature with Ron. Audition at our site!)



Boxes of Love, an initiative of **Cru**, continues as an annual tradition of the ministry since the mid-1980s in 15 major cities across the nation. Each box contains everything needed for a full Thanksgiving feast for a family of up to six.



TECH UPDATE WITH JIM SANDERS

We are thrilled to announce the following Westar programs now distributed on Amb-OS! Visit the Amb-OS permissions portal to add these programs today: amb-os.com/permissions



For more information or to carry any of these programs please contact: Chad Shoppa at (719) 536-9000 x127 or email cshoppa@westarmedialogroup.com

MINISTRY IN ACTION

The world knows it as the hub for visitors to the remarkable Victoria Falls—but for **John Sorensen**, Livingstone (Zambia) was the recent site for the far more powerful living water of the Gospel as men and women gathered for EE (**Evangelism Explosion**) training.

These Leadership Clinics include “on the job” training as well—one day 107 people heard the presentation—77 giving their heart to Christ.

One of the trainees is a Bishop of the Church of God in Zambia and announced at training's end that it was his intent that all 600 churches in his denomination would be engaging in EE in the future!





Celebrating a Milestone Anniversary

With a long history of leadership in the pro-life movement, **J. C. ("Jack") Willke, M.D.**, founded Life Issues Institute in 1991—and with that, the launch of the short feature *Life Issues* as well.

For more than a decade, Dr. Willke was the voice of the daily 1:00 broadcast designed to help listeners understand the critical concerns of our day relative to advances—and challenges—in the effort to draw attention to issues impacting our value on the sanctity of human life.

Dr. Jack Willke and his wife, Barbara, were indefatigable global advocates on behalf of that message. Knowing

the work would continue long past his ability to sustain the efforts, Dr. Willke passed the *Life Issues* program hosting baton to **Brad Mattes** in 2003 and the organization's Board of Directors elected Brad President of the Life Issues Institute in 2015.

Today under the leadership of Brad Mattes, Life Issues Institute continues to elevate its mission to encourage, educate and support those who recognize the right to life through creation and distribution of resources, through media channels (including the daily feature and a three-time Emmy Award winning TV series), and every avenue available.



J. C. Willke



Brad Mattes



Life Issues Institute is dedicated to promoting and providing effective educational tools for the pro-life movement—with the goal of restoring a culture that values human life, both young and old, born and unborn.

Sanctity of Life Sunday is January 15



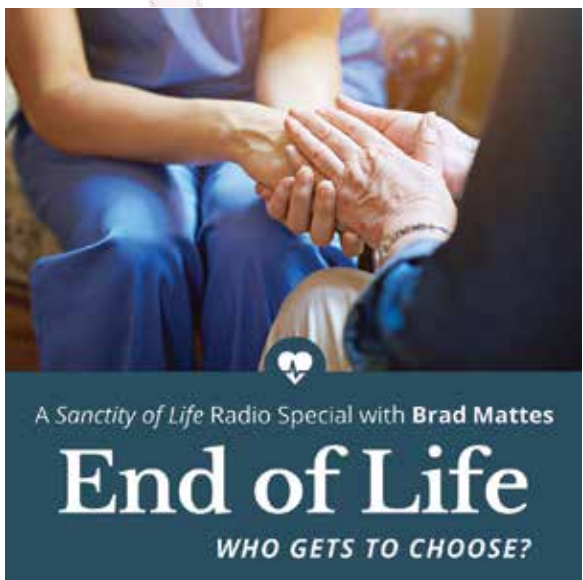
Continuing the longtime commitment to create special content for this day, Life Issues Institute presents **End of Life: Who Gets to Choose?** for the 2017 commemoration of the historic *Roe v. Wade* decision.

This time, Brad Mattes turns attention to an important topic brought to national attention by cases such as that of Terri Schiavo. With dramatic retelling from others in similar situations, the message is clear—advocacy for so-called brain dead patients is a vital role that comes often without warning.

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.



For information
and early
audition, contact
Lee@ambaa.com



A Sanctity of Life Radio Special with **Brad Mattes**

End of Life
WHO GETS TO CHOOSE?

TAKE A (NEW) LOOK!

We hope you'll visit the Ambassador website this month—if you haven't already! It may be the same name, the same mission, the same crew ... but we kinda like moving into the 21st century with new logo, new colors, and a great new site. In fact, "come early, come often" couldn't be more true! Please do: ambaa.com/introducing-our-new-look



A NEW WAY TO TRACK

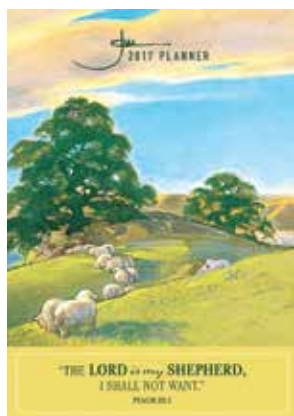
Keep track of 2017 with a ministry calendar!

With dramatic photographs that have become a hallmark of their annual calendar, *Paths of Encouragement* is **Haven's** 2017 calendar. Each month provides a reminder that His presence is with us—whether in times of trial or great joy.

FamilyLife has chosen as its theme for 2017, *Ambassadors for Christ* based on 2 Corinthians 5:20 and featuring beautiful Scripture art, monthly devotions and activities to "help you make your home an embassy of the King." (We like that theme!)

The Lord is My Shepherd, I Shall Not Want is **Joni Eareckson Tada's** 2017 Planner. Always popular, the planner is sprinkled with encouragement from Joni's devotions—and also provides space for personal prayer lists and pockets for notes and recipes.

Adorned: Living Out the Beauty of the Gospel Together is the theme for the calendar from **Revive Our Hearts** next year (and also that of a new book from speaker Nancy DeMoss Wolgemuth set to release Spring 2017).



Would you like one of the above as a personal calendar for the new year? Contact Haley@ambaa.com for a complimentary copy.

REVIVE OUR HEARTS

SPECIAL
REPORT

Cry Out

True Woman event brings
7,000 women to Indianapolis



Robert & Nancy DeMoss Wolgemuth shared their hearts with attendees. The couple celebrates their first wedding anniversary this month.



Ambassador's Jennifer Perez attended the conference with her teen daughter and first-time attendee, Jessica.

AMBASSADOR'S JENNIFER PEREZ SHARES EVENT REPORT:

I've attended almost all of **Revive Our Hearts' True Woman Events** since the first one in 2008, not realizing that someday I would have the joy of bringing my teenage daughter. What an awesome privilege it was to have Jessica come with me as we joined 7,000 women in Indy, and many more online, all worshipping and seeking the Lord together.

This year's theme centered on prayer and a time set aside for a 3-hour prayer event called **Cry Out!** It was a very special time devoted to praising God and petitioning Him to work in our lives, our families, and our nation. I was reminded that prayer is not about me—it's about Him, and I'm asking Him to help me become a prayer warrior. And, I pray that for Jess, the seeds the Lord planted there will continue to grow and help shape her life in the days ahead.



Michelle Hill
Host, *FamilyLife This Week*

PLEASE MEET ... ANOTHER TRUE WOMAN:

We're pleased to introduce you to **Michelle Hill** ... the new host of *FamilyLife This Week*!

A veteran at the ministry, Michelle has served in many areas of the broadcast team (you may recognize the voice from her phone center reports during *FamilyLife LIVE* days). Now, she's joining the on-air team to anchor the ministry's weekend feature with all new content for this edition!



Contact Ambassador's Michelle Blood for details and listen to a demo at ambaa.com/familylife-this-week

Re:Cast

Making sense of the media mix.

Recently it was Ambassador's delight to host a number of ministry leaders for what we called "Re:Cast"—a fitting description for a "roll up the sleeves" day (and evening) focused on looking at the horizon for "Radio" and considering how we can navigate the changes underway—and those we can't even yet imagine!

Our time together began with two focus groups of Orange County Christian radio listeners moderated by broadcast guru Fred Jacobs. An insightful three hours! The next morning, Fred led us with indepth thinking about the State of Radio today—with some remarkable peeks into the future.

When it comes to reach, radio still reaches more people than any other medium.

—Fred Jacobs

We were also encouraged by a presentation from Rebekah Radice, social media strategist, who helped us think creatively on that end of the content spectrum.

You can't get into social media until you figure out what you want to get out of it.

—Rebekah Radice

Then time for what's often the most meaningful—ministries exchanging best practice thinking with each other. Oh—did we mention mealtime fellowship as well? If it's Ambassador, you know you can count on that!

You've helped and encouraged us to all "skate to where the puck is going to be, rather than where it has been."

—Bryan St. Peters



For more about Re:Cast and some resources you are welcome to download, email Selah@ambaa.com

1



2



3



4





WHO'S WHO 1. Jay Flowers (Grace to You), Donna Jones (Insight for Living), Cathy Allen (Love Worth Finding), Amy Casselberry (Truth for Life), Gregg Harris (Thru the Bible), John Fuller (Focus on the Family), Charles Morris (Haven Today), Bryan St. Peters (Harvest Ministries) 2. Martin Jones (Revive Our Hearts), Lance Emma (K-Wave), Andria Panchal (Daily Hope), Mark Green (White Horse Inn), Jim Sanders 3. Fred Jacobs (Jacobs Media) and Rebekah Radice (social media strategist) 4. Peggy Campbell, Bob Lepine (FamilyLife), Michelle Blood 5. Mark Green (White Horse Inn), Jessica Suggs (Kemp & Company), Amy Casselberry (Truth for Life), Larry Sonnenburg (New Life) 6. As mentioned, you can always count on mealtime fellowship at Ambassador! 7. A field trip was in order to celebrate John Fuller's birthday with "cookie shots" (also pictured: Haley Jessup, Katie Burke) 8. Focus group of Christian radio listeners in Orange County 9. Fred Jacobs presents to the Re:Cast group at Ambassador 10. The Ambassador team also had some fun with our new media wall. Michelle Blood takes a selfie of selfie-takers J.C. Colon, Jennifer Perez, Jani Williamson



ABOUT LISA

Lisa Anderson is the director of Boundless and young adults at Focus on the Family, and hosts *The Boundless Show*.

ABOUT THE SHOW

The weekly 26:00 program hosted by Lisa Anderson helps young adults grow up, own their faith, date with purpose and prepare for marriage and family. In a mix of interviews, discussions and question and answer opportunities, the format is lively and engaging in challenging 20-and 30-somethings to reject society's low expectations and live biblically and intentionally in all things, including relationships.

GET INFO & SIGN UP

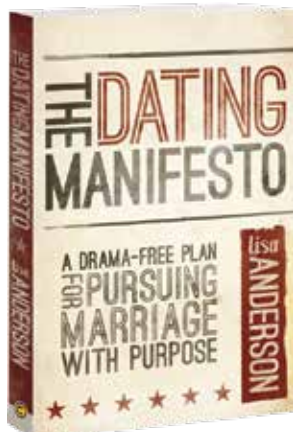
Interested in serving the millennials in your audience? For more details, contact Katie@ambaa.com—and find “The Boundless Show” at our website: ambaa.com/the-boundless-show

TOP TEN READING LIST

Lisa Anderson

We hope you're enjoying this series on recommended reading by the speakers we serve. This week, Focus on the Family's Lisa Anderson shares what she calls “an eclectic list of great books, in no particular order”—exactly what we love to see!

1. **The Gospel for Real Life (Jerry Bridges)** — The gospel isn't only for the unbeliever; it's for me, too. Every single day. Thanks to this book, I finally understand why those goats in Leviticus met their particular fates.
2. **Bruchko (Bruce Olson)** — The story of a man with a mission to the Motilone Indians. An amazing account of courage and desire to follow wherever God leads. Bonus: includes a nasty tapeworm.
3. **The Scarlet Pimpernel (Baroness Emmuska Orczy)** — Adventure and intrigue set during the French Revolution. A fun caper for which you also get smarty-pants credit because it's considered classic literature.
4. **Thriving at College (Alex Chediak)** The best book I've read on navigating the entire college experience, from grades to free time to money to relationships.
5. **Marry Him: The Case for Settling for Mr. Good Enough (Lori Gottlieb)** — A compelling argument for why many of us are still single. Secular worldview and some language aside, this book is spot-on and masterfully written.
6. **Keep Your Love On (Danny Silk)** To love like Jesus, we need to end toxic cycles of behavior, draw boundaries, and start relating in a mature and heart-filled way toward others. Danny actually makes it seem possible.
7. **Young and in Love (Ted Cunningham)** — Pastor Ted Cunningham's honest and often hilarious case for why marrying young makes a lot of sense for Christian young adults.
8. **The Hundred Dresses (Eleanor Estes)** — A children's book about a shabbily-dressed girl who brags that she has one hundred dresses at home, and is bullied mercilessly as a result. The tear-inducing ending reveals the truth.
9. **Because He Loves Me (Elyse Fitzpatrick)** — If we really believed that God loves us unconditionally, it would change the way we live. Bonus: My mom-friends also rave about her parenting book, *Give Them Grace*.
10. **Stiff: The Curious Lives of Human Cadavers (Mary Roach)** — This book is just crazy awesome. Ever wonder what happens (or can happen) to our bodies postmortem? Wonder no more.



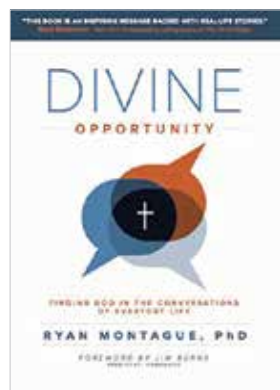
We highly recommend Lisa's book, *The Dating Manifesto*. It's a no-holds-barred word on dating, preparing for marriage and maximizing singleness from someone who's actually living it. This book is for the next generation of families—and those who love them! Read it and share it with the young adult in your life.

NEW THIS SEASON

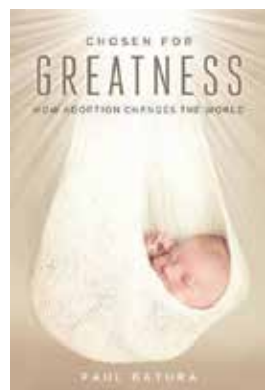
May we also recommend . . .

& MORE BOOKS

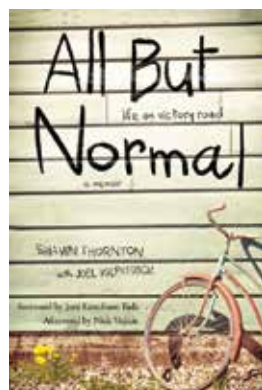
Christmas is coming! Here are a few more books we'd suggest you consider for gifting this season:



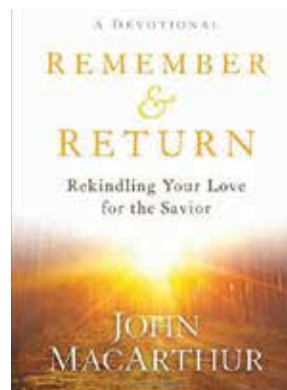
Divine Opportunity—Finding God in the Conversations of Everyday Life (Ryan Montague) Ryan (professor of communication at Azusa Pacific University) profiles inspiring stories and provides practical tips for transforming disengagement into meaningful, life-changing conversations by recognizing divine promptings and looking for “God moments” in everyday interactions.



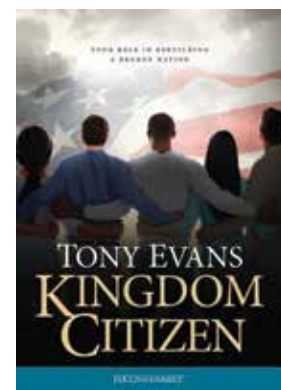
Chosen for Greatness: How Adoption Changes the World (Paul Batura) Paul Batura (VP/Communications at Focus on the Family) shares the life stories of 16 well-known adoptees (including Steve Jobs, Nelson Mandela and George Washington Carver). Paul and his wife, Julie, have had the privilege of adopting their three sons at birth so speak enthusiastically from personal experience on behalf of adoption.



All But Normal—Life on Victory Road (Shawn Thornton) This personal memoir is a gripping reminder that every person's life is a uniquely woven tapestry of grace. As senior pastor at Calvary Community Church (Westlake CA) and speaker for *All Things New*, one might assume Shawn Thornton's life was never with challenge. Think again as you read Shawn's journey to wholeness in Christ.



Remember & Return—Rekindling Your Love for the Savior (John MacArthur) In the busyness of today's world, it can be all too easy to lose our first love, as Paul admonished the church at Ephesus. Here's a helpful 31-day devotional that moves the reader “from understanding to application to reflection and prayer,” with the goal of rekindling what's most important—our first love for Christ.



Kingdom Citizen (Tony Evans) Could there be a more ideal season for understanding our calling as citizens—citizens of the Kingdom of God? As Christians struggle to understand their role in reversing the downward spiral of our national convictions, Dr. Tony Evans, in partnership with Focus on the Family, offers a healthy dose of hope—a solution that means every one of us has a vital role to play as Kingdom Citizens.

New from Joni Eareckson Tada

Beyond Suffering Bible: Where Struggles Seem Endless, God's Hope is Infinite Unquestionably, there is no one who better understands and speaks eloquently to the problem of pain than Joni Eareckson Tada. In this remarkable new publishing of God's Word, Scripture is accompanied by devotional and theological encouragement from not only Joni but a team of contributors equipped to address such concerns.

For those who suffer—whether that is physical, mental, or emotional—this Bible will speak straight to the heart. For those who minister to the suffering, this is a beautiful gift of encouragement.



“In the character of God, we find justice and equality, discover our purpose and begin to understand the true value of life. If we are to fully grasp what suffering is, and what we must do with it, we must spend time digging into Scripture.”

—Joni Eareckson Tada

Make Christmas [EVEN MORE] Special This Year!



Christmas: Hope for the Lonely

While lights twinkle, hearths crackle, and laughter fills the air, Christmas can also be one of the loneliest times of the year. Consider Mary herself—how lonely she must have felt in those days leading up to the first Christmas. With the reminder that Jesus is our hope, **Charles Morris** gives fresh underscoring that “God is with us”—at Christmas and always.



Because of Bethlehem

Max Lucado loves Christmas. He loves it because somewhere someone will ask questions like ... who was that baby in the manger—and what does His birth have to do with me? And the answers give us all hope. Because of Bethlehem, we have a friend in heaven, we have a Savior in heaven. These are the enduring promises of Christmas, a lifetime of hope.



Where Christmas Never Ends

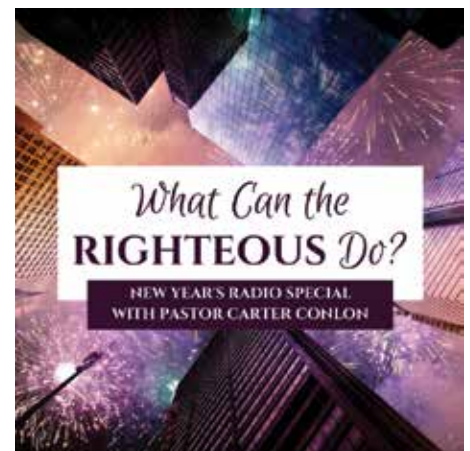
It's a traditional Christmas celebration at its best when **Carter Conlon** reflects on this glorious season through both message and song (including some of his own!). The fireside may be virtual but the holiday delight is genuine, filled with the essence that comes as an urban pastor—who was once a shepherd himself—helps us see Christmas anew.



[AND ALSO IN THE] New Year

His passion is clear with every message—and this one for New Year's weekend is no exception. **Carter Conlon** sums it up with **What Can the Righteous Do?** (25:00). Teaching from Mark 8, Pastor 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! Regardless of the election's outcome, and whatever other challenges may be on the horizon ... what we can do, and what will make a difference, is to pray.



AUDITION & AIR: For more on any of the above specials, contact Haley@ambaa.com and visit ambaa.com/special-programming

BY THE NUMBERS

Highlighting the mission and outreach of **Mercy Ships**.
See & share more infographics at ambaa.com/infographics



**ACTS
OF
MERCY**
38 years & counting



587 Port Visits

57 Nations Visited



2,516,000+
Direct medical beneficiaries



79,000+
Life-Changing Surgeries

36,650+

Healthcare
professionals
trained



5,875+

trained to train
others



1,100+

Community projects completed
for the world's forgotten poor



*"Showing mercy to one another
is why all of us are here."*

Don Stephens

President & Founder of Mercy Ships



THIS MONTH

NOV 1-4 While "Car Crazy" is no longer in production, **Barry Meguiar** will be back at **SEMA**—the annual car show that draws more than 60,000 each year



NOV 4-6 **Anne Graham Lotz** will be speaking at the **Passing the Baton Seminar** at The Cove (Asheville NC)



NOV 9-15 As president of the International Right to Life Federation, **Brad Mattes** travels to the Netherlands for strategic meetings with pro-life European leaders at the **European Pro-Life Leadership Conference**



NOV 11-13 **Joni Eareckson Tada** is in Medford OR to speak at **Bear Creek Community Church**



NOV 21 In Lynchburg VA, **John Stonestreet** will speak at the **Professional Development Forum** for the Association of Christian Schools International



NEXT YEAR

All aboard! **Focus on the Family** is pleased to announce contemporary Christian band **MercyMe** will join the **40th Anniversary Cruise** in November 2017. Learn more and book your stateroom at FocusCruise.com.



Ambassador

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@AmbassadorTeam



WE ARE HERE

STARTING CLOCKWISE/TOP LEFT:

Hawaii: John Fuller represented Focus on the Family, speaking for Salem Honolulu's Annual Pastors Appreciation Dinner. Pictured (L-R): **Ron Walters** (Senior VP of Ministry Relations, and initiator of such events while serving as GM at KFOX/San Francisco), **John Fuller**, GSM **David Serrone**, GM **Dita Holyfield**, PD **Jack Waters**.

Colorado Springs: It's ministry relations at its very best! **Brian Krause**, Manager Media Syndication & Marketing at Focus on the Family, takes the selfie while flanked by *FamilyLife Today's* co-host **Bob Lepine** and FamilyLife President **Dennis Rainey** who were in the Springs to host FamilyLife's *Summit on Stepfamily Ministry* at Focus!

Indianapolis: Taking a break from responsibilities during the *True Woman* (Revive Our Hearts) event were **Graham Ward** (videographer for event) and former ROH staffer **Wes Ward** (now VP/Strategic Growth at 5Q). Yes, that's a box of AAA chocolates too.



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