



Ambassador

We Connect. Ministry and Media.

DECEMBER
2017
UPDATE



*How silently, how silently the
wondrous Gift is giv'n!
So God imparts to human hearts
the blessings of His heav'n.*

— Phillips Brooks

Joy to you at Christmas as we celebrate that great Gift!

— The Ambassador Family

DID YOU KNOW?



Congratulations, first time Grandpa **John Sorensen** (*Share Life Today*). Malakai Gene arrived 10/12/17 to Hannah (John's daughter) and Kevin. Grandpa immediately reported that Malakai is "one special lad" . . . indeed!



The Truth that Sets Us Free is the theme of the 2018 calendar from **Revive Our Hearts** featuring quotes from **Nancy DeMoss Wolgemuth**. And friends of Wes Ward will be delighted to see that daughter, Maggie, is responsible for the calendar's beautiful illustrations and lettering. Like a copy? Contact Jennifer@ambaa.com for one.



Joni Eareckson Tada's annual planner for 2018 is based on Isaiah 60:1 and features encouraging reminders about the *Light of Christ*. It

features Joni's own artwork in addition to various tools helpful for staying organized all year long. Ask Lee@ambaa.com if you would like a copy.

TECH UPDATE

A Look Behind the Amb-OS Curtain

by Jim Sanders



Last week I received a phone call from a station expressing concern. He'd been informed that one ministry is producing special programming for the month to come. "What do I need to do?" he asked. I'm pleased to tell you my answer was, "Nothing!" To borrow the biblical phrase, Amb-OS was designed for such a time as this.

Our system takes care of the details. We make sure there's nothing a station needs to do, whether they're playing the file or transferring it to their automation system. Special content delivery is transparent to the AMR-100.

For example, we might receive a call from a ministry saying that they're holding a conference in Atlanta. The ministry would like to produce a special program for any of their stations within a 150 mile radius, or about a two hour drive. The special content will run for two weeks prior to the event. We can do that!

We create a special group of those stations within a radius. Then, at the appropriate time, Amb-OS delivers special content to the receivers in the area. The file naming convention remains the same. The transferred file name remains the same. We simply change the content of the files for those stations.

It works so well, that often, stations aren't aware that special programming has been delivered to their market. It all happens automatically. It's a powerful tool we encourage our Amb-OS ministry partners to use! Call us if we can help you with a custom program.

Customized for You!

Before Amb-OS was born more than a dozen years ago, our vision was to be able to customize every program, every day, for every station. And to do that in the voice of the ministry's announcer or host. We felt it would be a marketing advantage for both the station and the ministry to do so. However, while it was a lofty and admirable goal, back in that day, it was theoretically possible, but not practical. The technical hurdles were just too great.

That was then. This is now! I'm pleased to say there are ten programs we're delivering which are populating their stations with customized content. Here's a current list of those programs:

Anchor Today

FamilyLife Blended

Focus on the Family

Ignite with Barry Meguiar

Janet Mefferd Today

Keys for Kids

Plugged In

The Boundless Show

From the feedback we've received, the custom "drops" are indistinguishable from the body of the features. So, if you have an interest in one of these features being customized for your station, send an email to marketing@ambaa.com.

Stay tuned for more customized programs coming!

READY
NOW

Share something special this holiday season & in the New Year...



Pastor **Carter Conlon** ("It's Time to Pray") offers a message that will set the stage for a best Christmas ever in ***A Brand New Christmas!*** (25:00) and reminds us that the "Silent Night" long ago sets the stage for new life for each of us in Him.



It "started" long before the familiar manger scene—God's promise of the coming Messiah that would be fulfilled in Bethlehem. In ***Christmas in the Beginning*** (55:00), **Charles Morris** (Haven Today) takes a creative approach to the beloved Christmas story.



Given the tumult of 2017, it may sound impossible to anticipate a "happy" new year—but **Carter Conlon**, pastor of Times Square Church, shares how to think freshly about the year ahead with the New Year's special ***Happy New Place!*** (25:00).

*NOTE: Check our website listing for other "classic" Christmas specials which remain available on request.
If you have archived content, please check with Haley@ambaa.com for clearance to use again.*

*Go, tell it on the mountain
Over the hills and everywhere
Go, tell it on the mountain
That Jesus Christ is born!*

TRIP REPORT

Ambassador goes to Washington...



According to MOTB, it would take 9 days, at 8 hours per day, to read every



placard, see every artifact, and experience every activity in the museum.



DAY AT THE MUSEUM Such fun to greet friends also attending including (1) **Steve Green**, founder and chair of the Museum board; **Jay Flowers** (3) from Grace to You; **Pastor Rick Warren** (4) with the Perez family (longtime Saddleback members); (5) **Shirley Hoogstra**, President of the CCCU and **Dr. Stan Rosenberg**, Executive Director of SCIO (Study abroad in Oxford) with **Dr. Robert "Bobby" Duke**, Dean of the School of Theology at Azusa Pacific University; **Dr. Barry Corey** (President of Biola University) and son **Anders**; **Barry Meguiar** (7) as well as Museum team leaders (8), **Steven Bickley** (Vice President of Marketing & Business Development) and **Jeremy Burton** (Director of Communications)—they make serving this extraordinary organization the deep delight it is! A special treat for Bill to spend face time with longtime friend VP of Communications at the Colson Center, **David Carlson** (9), while in DC too!

After three years working with Museum of the Bible, producing *The Book*, it was such a privilege for our entire team to attend the dedication of the Museum on November 17. All we can say is ... you need to now go too!



D.C. TRAVEL TIPS

Museum of the Bible is our top pick, but here's what else occupied our team's time in D.C. Send us a photo when you go!

Air and Space Museum
Arlington Cemetery
Biking around the Mall
Ford's Theatre
Georgetown Cupcakes
Good Stuff Eatery
Holocaust Museum
Mount Vernon

National Museum of
American History
National Portrait Gallery
Night Bus Tour
Old Post Office Tower
(Trump Hotel)
Old Ebbitt Grill
Ollie's Trolley

Spy Museum
The Pentagon
Memorial
U.S. Capitol Tour
We, The Pizza
White House Tour &
Visitor Center



For Sanctity of Life Sunday:

JANUARY 21



Tackling the tough issues has always been the role of Life Issues Institute, and for this year's annual Sanctity of Life commemoration, **Brad Mattes** (President) directs attention to a concern that many presume is exclusively a third-world problem—it's not!

For ***Victims in the Shadows*** (25:00), Brad has brought together a knowledgeable team of contributors who speak passionately about an epidemic that threatens the future of so many children. Awareness and education are key—as is the practical wisdom that is provided in this new and insightful radio special.

Help your audience understand the reality of human trafficking . . . but with biblical hope and encouragement. Because every life needs to be protected and treasured!

Contact Lee@ambaa.com for clearance and promotional resources for the Special and Sanctity of Life Sunday.

Contributors:

NITA BELZ, Regional Director for Oregonians Against Trafficking Humans

MELINDA HAGGERTY, Director of Children's Initiatives for the Ohio Attorney General's Office

BILL WELSH, pastor of Refuge (Huntington Beach CA)

We're so pleased to announce...

Continuing its unswerving commitment to the pro-life message, and in order to make an even greater impact than ever before, **Life Issues Institute is merging with the Susan B. Anthony List**, locking arms officially to most effectively advance the shared mission of each organization.

Reflecting on the news, Brad Mattes, President of Life Issues Institute, notes: Marjorie Dannenfelser and I have long admired each other's work on behalf of the babies, so it seemed natural to bring our two organizations together—stronger and more effective in our mission to end legal abortion and to protect innocent human life from womb to tomb. I can't begin to tell you how excited we are at the Institute to be part of this monumental development!

We're so grateful for the partnership with hundreds of radio stations nationwide who air the 1:00 daily *Life Issues* feature, affording opportunity to remind thousands each day that life must be protected—whether that is the unborn or the aged, whether that is in full health or not. And we look forward to a special reception at NRB (Thursday, March 1st) to further introduce this merged team.

For more information on *Life Issues*, contact Lee Ann at AAA. And we invite you to visit the organizational websites for additional detail on the three-pronged organization newly formed with emphasis on advocacy at grassroots level (Life Issues Institute), legislative advocacy (Susan B. Anthony List) and Charlotte Lozier Institute (research)—all working to safeguard the innocent and equip those who will fight for life.



Brad Mattes



Marjorie Dannenfelser



Tucson

Two very funny fellows having fun in Tucson—that's **Adam Biddell** (Director of Network Programming at Family Life Radio) with **Brian Krause** (Focus on the Family's Manager of Media Syndication & Marketing).

ON THE MAP



Memphis

Not to be outdone, especially when in Memphis (!) ... **Todd Payne** (WCRV) introduces Bob Lepine to ... well, we're not quite sure! The FamilyLife team including **Bob, Michelle Hill** and **Emmitt Fowler** were hosted by Bott Radio Network at the station's annual Pastors event.



Papua New Guinea

We sent them off to Papua New Guinea and they reciprocated with a photo—**Joe & Jenny Emert** and the wonderful radio staff at Wantok Radio Light.



Baltimore

Thank you to **Ken Tada** for making sure we got a Ken with Update in Hand photo—we've asked he consider that a monthly assignment! **Joni's** 50th high school reunion makes for a great reason!



Anaheim

If there was a grand prize for creativity, this would probably win it! Thanks for the terrific shot from Disneyland, **Jim Ryan** (GM for Salem/Phoenix) and son, **James**, taking in Update while on the Splash Mountain ride. Way to go, men!



Houston

It was a special event in Houston when **Nancy DeMoss Wolgemuth** and husband, **Robert**, were hosted by KHCB for the station's annual listener event—which more than 1000 attended despite the hurricane's impact just a month prior. It was extra special since **Bruce Munsterman** (GM) has known the Wolgemuth family for years—he was best friend to Robert's brother, Dan. Also pictured: **Lynn Munsterman** and **Bonnie BeMent** (KHCB's Assistant Manager).



Ocala

This beautiful pix is from **Tanya Walker**, station manager of Daystar Radio (Ocala FL)—asked about the colorful attire, Tanya noted that her family is originally from Hebron but she was born in Jamaica. Thanks for sharing, Tanya ... we hope others will do the same especially since we have an Ambassador gift to send your way when you do so!



Ambassador

ambassadoradvertising.com

1641 Langley Avenue
Irvine, CA 92614

949.681.7600



@AmbassadorTeam

Friends & FAMILY

1. It's always a "best ever" day when longtime friends, **Ron & Barb Cline** (*Reach Beyond*), come to share in staff devotions. How grateful we are for their legacy and that of Al & Margaret Sanders too!

2. Recording for *The Mercy Minute*, **Don Stephens** joins writer Nancy Predaina and Jim at the HQ of *Mercy Ships*. The new ship continues to be built in China while the current *Africa Mercy* concludes its work for 2017 in Cameroon.

3. Oops, Jim Sanders forgot to grab a pix when recently at Focus for meetings. Gratefully, the ever creative trio of **John Fuller**, **Jim Daly** and **Chuck Bolte** were able to manage the glaring omission!

4. Does this look like a *meeting*? Always great fellowship when the AAA/Haven teams gathered—pictured at Ambassador are Jim and Selah with **Charles Morris**, **Tamara Chamberlain**, **Andrew Canavan**, and **Troy Lamberth**.

5. From Tupelo MS, Charley Mefferd joins AFR's **Jim Stanley** for proof of the visit. Charley spent a couple days with the team at AFR exploring how to create the best in live programming.

6. Great to welcome **Bill Welsh** to AAA for taping (see page 6)—he's joined by Bill Reitler who hosts and produces the daily *Life Issues* feature and Lee Ann Jackson who represents the ministry.

