



# Ambassador

We Connect. Ministry and Media.

OCTOBER  
2018  
UPDATE



*Autumn*

THE YEAR'S LAST,  
LOVELIEST SMILE.

—WILLIAM CULLEN BRYANT

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## DID YOU KNOW?



Hungry? Next time you're in DC, try a meal at **Manna, Museum of the Bible's** restaurant where Chef Todd Gray is creating some delectably authentic (for the most part ☺) biblical meals.



**The Africa Mercy** has its own highly-trained security team who live and work on the ship. This team of **Gurkhas**, all originally from Nepal, are serious about their duty—but unfailingly know every volunteer's name, man the gangway with contagious smiles and occasionally cook Nepalese curries for the crew!



Next year's **NRB** will feature **John MacArthur** speaking on Thursday PM—and that will be just one way to mark John's 50 years of ministry as pastor/teacher at Grace. (Don't miss that night—**Joni Eareckson Tada's** annual hymn sing comes to that same plenary session!)

## TECHNICALLY SPEAKING

### They Call Me Mr. Tibbs

*"A person's name is to him or her the sweetest and most important sound in any language." —Dale Carnegie*



Jim Sanders

Who doesn't like hearing their own name?! Whether it's a savvy restaurant server, a longtime barber, or a distant business friend, I'm always impressed when someone remembers my name. In just about any context! There's just something about hearing your own name.

That's true for radio stations, too! We've often heard from owner/operators that it helps when their programming partners mention their logo or call letters. It's great for branding the station to the listening audience. And it doesn't hurt with Nielsen surveys either!

"Name calling" is usually relegated to promos or spots. But not anymore. We're thrilled Amb-OS is able to use your station name or logo in the body of programs we deliver. And we've just added **Grace to You** to the list of more than a dozen programs capable of personalization:

**Anchor Today**  
**The Boundless Show**  
**FamilyLife Blended**  
**Focus on the Family**  
**Grace to You**

**Ignite with Barry**  
**Meguiar**  
**Janet Mefferd Today**  
**Keys for Kids**  
**MoneyWise**

**Parent Minute**  
**Pathway to Victory**  
**Plugged In**

If you'd like any of these customized for your station, contact the ministry rep.

## DID YOU SEE?

Recognizing his deep commitment to prayer, **Charisma** featured **Pastor Carter Conlon** as the cover story for its October edition.



Marjorie Dannenfelser, President of **Susan B. Anthony List**, partner organization to **Life Issues**, has been named to the list of "50 Ideas Driving Politics (And the People Behind Them)" published annually by **Politico** magazine. The magazine notes that SBA's work has been vigorous on behalf of pro-life concerns.



### New to Amb-OS!

**The Daily Champion** is now available on Amb-OS. It's a one-minute word of encouragement for men, featuring author and speaker, **Neil Kennedy**. Neil teaches from the ancient wisdom of Proverbs, prompting listeners to transform their daily commute into the most important time of his day! Thousands of men read, listen, or watch **The Daily Champion**, and listeners will thank you for this life-changing and empowering feature for men. Neil Kennedy is the founder of **FivestarMan**, an international movement of men, and a prolific author.



For permissioning, go to the Amb-OS permission portal: [amb-os.com/permissions](http://amb-os.com/permissions). Should you have any questions, please contact Randy Caswell at (815) 932-0322 or [randy@fivestarman.com](mailto:randy@fivestarman.com).

## SPECIAL PRAYER REQUEST



Recently Anne Graham Lotz publicly shared a diagnosis of breast cancer. As we go to press, the latest update is that surgery revealed the cancer seems to be contained with none apparently in the lymph nodes.

*Praise God! Thank you for your prayers. God has poured out His blessing. I'm at peace with joy and expectancy that this is a journey He wants me on. I love following the Shepherd! —AGL*

# On the Road

WITH KATIE BURKE



Ambassador's Katie Burke joined those in Orlando last month for **Momentum 2018**. It's the annual event presented by Christian Music Broadcasters (CMB) for the people behind Christian music radio today. Key topics at this year's meeting of the minds included the growing net promoter score, future impact of self-driving cars, and what it means to be present in your market and ministry. Below are a few of the picture messages we received from her—looks like both work *and* play!

## CMB REPORT



Thanks to **John Hull** (KSBJ), **Martha Root** (WCIF), **Emmitt & Jane Fowler**, and **Michelle Hill** (FamilyLife).



"Plugged In" live on location: **Jason McKaig** (WMBW) and **Bob Waliszewski**.



Great convo with **Rob Dempsey** (His Radio), **John Fuller** (Focus), and **Lisa Anderson** (Boundless).



Delivered greetings and candy for **Robin Robinson** (WHIF) . . . check!



All in the family for the teams from **FamilyLife & Focus on the Family**.



Connecting time for **Joe Paulo** (KSBJ) and **John Fuller**.



Meeting first-time attendee **Scott Pero** (Family Stations).



Coffee break with **Lisa Anderson** and **John Fuller**.



Found **Larry Hauer** (Cru) getting the word out about their 1:00 "Making Your Life Count."



Catching up with **Bob Waliszewski** (Plugged In) and **Brian Krause** (Focus).



West coast meets upper-Midwest with the teams from **WCSG** and **KTIS**.



## THIRTY-THREE YEARS OF FAITHFUL SERVICE

# Evelyn Gibson

It really isn't the white chocolate, or the beach-close location, or our inherited racquetball court turned Chapel that people remember when they visit Ambassador's office site in Irvine. It's the bright red convertible Corvette.

And, of course, the *remarkable woman* who drives that car.

At the end of this month, our team will be saying farewell to Evelyn Gibson who has been part of the Ambassador family for more than three decades. Over those years, her extraordinary ability to write in the voice of others has amplified the message of people like Max Lucado, Anne Graham Lotz, Wess Stafford, Jim Garlow, Jim Burns, Barry Meguiar, Emilie Barnes and many others. Her creative talent is evident in each day's edition of *The Book*—a perfect assignment for someone who has immersed herself in God's Word all her life.

Over the years, Evelyn has contributed in a variety of ways to Ambassador's privileged support of gifted communicators—from producing *Vox Pop* with Al Sanders to creating and directing donor strategy for ministries. An inveterate reader, she's mentored more than a few of us who have learned how to write better, think better, live better by her example.



In 2017 Ev completed the rigorous course work to achieve a Fellow status with The Colson Center. For many years, her devotion to children was evidenced in her work as a CASA (Court-Appointed Special Advocate for foster children) and in her commitment to several Compassion children including two in Ethiopia who are now young adults with their own families. And adhering to Scripture, Ev's spiritual disciplines include a longtime engagement in service with her local church (Grace Community / Seal Beach CA).

It's not easy to think about life at Ambassador without Evelyn tucked into her office, back usually turned to the rest of the world as she vigorously composes broadcast scripts and such. But loving her as we do ... we send her forth into a new chapter with expectation that she will continue to shine His Light wherever the Lord leads. Godspeed, dear friend!

*Delight yourself in the Lord, and He will give you the desires of your heart (Psalm 37:4) ... may it be so, Evelyn!*

Your warm send-off is welcome too ... you can contact Evelyn at [evelyn@ambaa.com](mailto:evelyn@ambaa.com) ... we'll be sure she receives your encouragement even after that date (November 2)!



## MEET & GREET



- 1 One of the privileges of SoCal means close proximity to two good friends—**John Carley** (President of Trinet) and **Ed Cannon** (President at FEBC). These three (Jim Sanders pictured as well) also serve as members of the NRB Executive Committee.
- 2 What a joy to welcome longtime friend, **Jay Payleitner**, to our staff devotions while he was here to meet with our team on a few writing projects. Jay is proud father of five and grandfather of seven (along with wife, Rita) and is a prolific author (*Quick Tips for Busy Families*, *52 Ways to Connect as a Couple*) with an exuberant faith. We look forward to sharing a deeper connection in the days to come.
- 3 Welcome back to Ambassador, **Chris Gould** (VP National Programming at Salem Media)—our team always appreciates the fellowship and great input (and good eats)!
- 4 In SoCal to represent the NRB Radio Committee at a local reception (more below), so grateful **Sharon Geiger** (Assistant GM at KCBI-Dallas TX) could make us one of her five-stop LA/OC one-day trip!
- 5 At the home of Barry Meguiar for an NRB gathering, Jim grabs the selfie with fellow OC broadcasters—**Mike Fabarez** (Focal Point), **Philip De Courcy** (Know the Truth), and **Ed Cannon** (President/FEBC).
- 6 Aloha from Hope Chapel Westside (Ewa Beach HI) who recently hosted **Samy Tanagho** (Glad News for Muslims) for encouragement on how to share Christ with those of a very different conviction.

## Hello, Idaho!

On a first-ever trip to Idaho, Selah got to visit **Inspirational Family Radio (KBXL/KSPD-Boise, ID)**—upon arriving, the first stop was an impromptu interview with **Doug Hardy** on how she got to Ambassador, what advice she'd give to recent college graduates, and the 35-year partnership between AAA and the station.

The Monday of the long weekend was Inspirational Family Radio's annual "Golf Classic" tournament—where local pastors enjoyed fellowship and lunch while marking the station's 35th anniversary. GM **Beth Schafer** and Selah snuck away for a quick photo op!



## Headed West?

Visit us in person!

(It wouldn't be as fun, but you can alternatively connect with us on social: @AmbassadorTeam)



# SOMETHING SPECIAL ON THE AIR

## When Christmas Comes Again

**Charles Morris (Haven)** anchors this special that focuses on both the arrival of Jesus we celebrate at Christmas ... as well as His soon return. Joined by well-known Christians as they read passages from the Bible and share their Christmas story, Charles brings encouragement to find joy with Christmas—and what's ahead—in mind.



This 55:00 special includes a mid-point break and offers station customization.

## Where's Christmas?

How did we lose touch with this incredible season that we once marked with spiritual dynamic nationwide? **Times Square Church Pastor Carter Conlon** ("It's Time to Pray")



shares a new 25:00 holiday message based on the powerful words of Psalm 22, calling us back to celebrate Christmas as God intended it to be.

[ And for New Year's Carter is back with a special titled: **Reclaiming the Culture of America!** ]

## Christmas Stories

Hear from **Focus on the Family's Jim Daly and John Fuller** as they talk with favorite guests like Bill and Pam Farrell, Julie Barnhill and Phil and Kay Robertson about their favorite Christmas memories. This one-hour special includes time for local spot avails.



[ Classic Christmas offerings also available: **Adventures in Odyssey Christmas Marathon** and **Christmas Carol**. ]

## GET HOLIDAY-READY:

1. Get tidbits for **on-air prep** (found in our weekly mAAAx fax/email)
2. Be notified of **holiday-themed programming** (found in the weekly A-List email)
3. Share the best **Christmas viral videos** (from the Take 5 email)

For any of the above, go to [ambaa.com/newsletter-subscribe](http://ambaa.com/newsletter-subscribe)

4. Air something **special** (audition, and sign-up at [ambaa.com/special-programming](http://ambaa.com/special-programming))

## MINISTRY NEWS

**JIM GARLOW** will step aside from the senior pastor role at Skyline Church (San Diego) at year end in order to provide leadership over several ministries founded by the church, all dedicated to undergirding those who serve in government with a biblical perspective. In addition to this work, Jim and his wife, Rosemary, will continue to be actively engaged in a longstanding commitment to the nation of Israel including a Bible study endeavor with government leaders in Israel.

**The Garlow Perspective** (1:00) continues daily, delivering biblical perspective on the cultural issues every believer faces today.



# CHANGING SEASONS

*"What do you look forward to the most about the segue from Summer to Autumn?"*

Well, the joke in the Midwest where I live is "It's not the heat, it's the humidity." I'm certainly looking forward to cooler temperatures, lower humidity, and being able to enjoy more time outside. Oh, and FOOTBALL!

**C.J. Cruze** | Program Director  
Pure Word Broadcasting & Communications | Cape Girardeau, MO



Fall in the Tennessee Valley is wonderful! The summer heat and humidity gives way to cool crisp days. We enjoy trips to local orchards for fresh apples and the leaves changing colors are beautiful. But the best part of fall has to be watching SEC football every Saturday!

**Jason McKaig** | Morning Show Host/Operations Director  
WMBW Moody Radio | Chattanooga, TN

My husband and I think about camping opportunities and nights by the campfire or even by the fire pit in our backyard. Whether relaxing and letting go of the stress of the day, sharing stories, or toasting marshmallows...the warmth and calming sound of the flame rekindles our flame for each other.

**Sherri (Ginkel) LaMontagne** | Business Development Coordinator  
WAY-FM | West Palm Beach, FL



I am always reminded of God's love for us as the seasons change. As summer turns to fall and our surroundings begin to change, God is still the same and his love for us is never changing.

**Steve Brodsky** | General Manager  
Salem Media | San Diego

## TUNE IN

### NANCY DEMOSS WOLGEMUTH

shares insights in a series titled "Water, God's People, and God's Purpose" on **Revive Our Hearts** this month. Looking at the experience of Israel from the book of Exodus, Nancy explains how water demonstrates God's power and teaches us to trust Him.

Nancy's voice is also featured daily in the 1:00 **Seeking Him** spot—ask [jennifer@ambaa.com](mailto:jennifer@ambaa.com) for more information.



## DON'T MISS

october  
4

Students across the nation are celebrating their religious freedom on **Bring Your Bible to School Day**, presented by **Focus on the Family**.

october  
5

The **Assist Pregnancy Center** (Falls Church VA) hosts their annual Fall Banquet featuring keynote speaker **John Stonestreet**.

october  
12-14

**Joni Eareckson Tada** joins Jim Cymbala for the Samaritan's Purse "Prescription for Renewal: Answering the Call" Conference for medical professionals (The Cove-Asheville NC).

october  
16-18

The Gospel Coalition hosts its first West Coast conference ("Enduring Faithfulness") —**Mike Horton (Core Christianity)** will be one of the featured speakers on 2 Timothy, held at Fullerton Evangelical Free Church.

october  
23

**Bob Lepine** returns to his "old stomping grounds" to speak at **KSLR's Pastor Appreciation Luncheon**. That evening Bob speaks at FamilyLife's event, "Parenting with a Purpose."

october  
24-25

**FamilyLife** presents "The Summit on StepFamily Ministry" (Little Rock AR) featuring **Ron Deal** and nearly two dozen other speakers on how we can effect change in church and community for blended families.

october  
27

**Thy Word Network** brings **John Sorensen** and team to town for Evansville Equip America. Interested in doing something in your market? Contact [charley@ambaa.com](mailto:charley@ambaa.com) for additional information!





# Ambassador

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#AmbassadorLife



Wait!  
Isn't that...

**LOOK  
BACK**

"Back in the day" ... how many times have you heard that expression? This month we present what we hope is simply first in what will become a new series as we take a "look back" ... and realize, shall we say, how far we've come!

His broadcast career began with his first paying radio job at KPFM (Mountain Home AR), a country western format. Later, there was a stint at WYLL in Chicago (where he met his future wife) then on to law school and finally back to radio full-time.

Today he serves hundreds of stations as a part of the Ambassador team—in addition to producing a daily talk show for someone special, enjoying fatherhood for a clan of four, and best buddy to Casper the collie! Yes—that's our own **Charley Mefferd!**

You can learn more about Charley at [ambaa.com/team/charley-mefferd](http://ambaa.com/team/charley-mefferd)

