



Ambassador

We Connect. Ministry and Media.

FEBRUARY
2018
UPDATE

It's here!



You cannot escape
the responsibility of
tomorrow by evading
it today.

Abraham Lincoln

INSIDE

- Looking to the Future:** Jim Sanders reports on technology innovations as seen at CES.....Page 3
- Your NRB Roadmap:** We predict Convention highlights and offer on-site checklist.....Pages 4-5
- 110,000 Marriages and Counting:** Focus on the Family celebrates 40 years of impact.....Page 7

DID YOU KNOW?

This month, *El Faro de Redención* will launch over TWR's Bonaire facility, delivering a Cuban-centric broadcast from the team at Haven. Uniquely developed to effectively share the same message ("it's all about Jesus") in a format conducive to Cuban audiences, the new program will uniquely further cultivate a commitment that **Charles Morris** has led on behalf of national pastors. Pray with us for the potential impact this will have in extending the partnership already evidenced with delivery of Bibles and study materials from Haven to the country.



Our good friend **Tommy Walker** ("He Knows Your Name") has just completed a remarkable new project—a 21-day musical Bible

reading experience entitled *The Book of John in Song*. It's a unique declaring of the Gospel through worship. For more information, check out TommyWalker.Net.

Another great project is **The God Who Speaks**, a new documentary from American Family Studios featuring an outstanding line-up of contributors including Josh McDowell, Al Mohler, Alistair Begg, and others. For details, go to the organization's website.



Speaking of films, the **Jesus Film Project** just premiered its 1500th translation of "JESUS" in Daasanach, a remote area of Ethiopia. Nearly 90% of those in attendance indicated they would like to begin a relationship with Jesus after seeing the film which was originally released in 1979.

TECH UPDATE

Our Amb-OS Family Keeps Growing With Three Broadcasters New to Amb-OS!

End of Day Report with **Gary Bauer** is an essential 2:00 conservative commentary on the issues making headlines. His thoughtful insights are not new to Christian radio, with more than 40 years of experience fighting for faith, family and freedom. Gary knows how Washington works and how it doesn't. Listeners will enjoy hearing his unique and insider view on the news.



After leaving the White House as President Ronald Reagan's chief domestic policy advisor, Gary served as a senior vice president of Focus on the Family and president of the Family Research Council. In 2000, he ran for president in the Republican primaries. Currently, Gary serves as president of American Values, chairman of Campaign for Working Families PAC, and as the Washington director of Christians United For Israel Action Fund.

The 2:00 commentary is delivered Monday through Friday, and then a weekend edition on Saturdays. For permission, go to our Amb-OS permission portal or contact Dorie Black at 703-671-9700 (dblack@amvalues.org).

Salvation Army Soundcast is a combination of four programs presenting Bible-based, contemporary and relevant messages of hope from **The Salvation Army**.

Wonderful Words of Life and **Maravillosas Palabras de Vida** (the Spanish version) are 15-minute, weekly programs. Both deliver inspiring and entertaining conversations, compelling interviews, a weekly Bible study and contemporary Christian music. The Salvation Army is also making available a one-minute feature, **Heartbeat** in English and Spanish (**Latido**). This broadcast is targeted to young adults and offers Christian insights on real life.



For authorization to any or all of these four broadcasts, go to our permission portal (<http://amb-os.com/permissions>) or contact Glenda White at 404-728-1300, Ext 10485 (Glenda.White@uss.salvationarmy.org).

Worship & The Word with **Pastor Robert Morris** is also now available on Amb-OS! During this engaging 1:00 feature, Pastor Morris inspires listeners to live a life of worship and trust in God's Word. His goal is to change the way your listeners think about worship. To challenge them into a deeper relationship with the Lord as they grow in His Word.



Robert Morris is the founding senior pastor of Gateway Church, a multicampus church in the Dallas/Fort Worth Metroplex. He is featured on the daily television program *The Blessed Life* and hosts *Worship & The Word* on radio stations across America.

To authorize your receiver, browse to the Amb-OS permissions portal or contact Liliana Reyes at 817-552-3731 or email Liliana.Reyes@gatewaystaff.com.



Looking to the Future

Jim Sanders reports on technology innovations as seen at CES

COVER STORY



The **Consumer Electronics Show (CES)** in Las Vegas is one of the world's largest gatherings of manufacturers, software developers and consumer product distributors. Anything that runs on electricity which a consumer might use, it's there. TV's, watches, audio components, computers, phones, gaming hardware . . . just imagine what might draw 170,000 visitors to visit nearly 4,000 exhibitors, and you get the idea!

Over a few decades attending CES and similar technology shows, there've been a lot of set-you-back-on-your-technological-heels moments, like the first year I saw seat-back video screens. What was once an idea is now de rigeur in minivans and commercial aircraft.

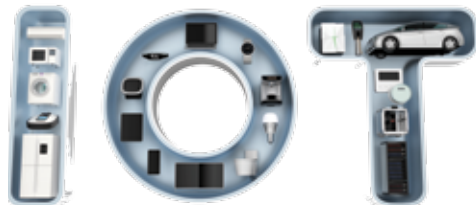
I love wandering through a bottomless pit of gadgets displayed on miles of aisles. So, here are six CES take-aways on some of the buzz-worthy categories:

1. AR (Augmented Reality) and VR (Virtual Reality) goggles continue to proliferate. The images are unquestionably spectacular and the quality just keeps getting better. You want to consider touring a resort? You can do that virtually. Like to dive into a virtual gaming world? VR glasses will do that in spades.

The downside is the headsets are often bulky and uncomfortable. A five minute demo on an exhibit floor is fun. But I can't imagine wearing AR/VR goggles on a cross-country flight.

2. The interoperability of the Internet of Things (IOT) is finally becoming practical. "Things" are more and more easily talking with other "things." Your Amazon Echo communicating with your voice-enabled fridge. Controlling your door locks and lights through Google's Home device.

But with that interconnectivity comes a security warning. I'm not sure you need to worry about someone hacking



your IOT Crock Pot, but these devices can be (and have been) a portal for outside attack on your home or business network.

3. Drones are proliferating too. The quality, controllability and ease of use only continues to improve. Even a klutz like me can expertly fly these things.



The drawback here is personal: I don't have a need for one. Yet . . . I'm going to have a long conversation with Santa about the DJI Phantom 4 Pro Quadcopter.

4. Electronic and software integration is no news to any road warrior. You see it in rental cars across the entire spectrum of makes and models. Spotify and Pandora regularly appear on a car's home screen (and not radio). And, of course, the smart phone is increasingly used as a car's entertainment portal.

5. Video screen size and quality. 8K quality screens (that's 16 times the quality of HD) are not new. Neither are over-the-top sized monitors like Samsung 170" Ultra HD. They look spectacular. But I'm not sure they are really all that much better than 4K which is just beginning to get a foothold in the consumer market.

And there are two 8K problems: having enough content to justify the product, and how to deliver the content to consumers. The bandwidth required for 8K is massive. You think downloading photos at 7PM is hard now, just wait 'till your neighbors are all streaming 4K content.

6. Batteries represent a category of technology that has the greatest potential for revolutionizing the industry. Tesla has made some inroads, but even their cars are still subject to the limitations of battery capacity. Imagine if your phone or laptop could last a month on a single charge? Long-lasting batteries are the holy grail of the electronics world.

When new, powerful, fast-charging batteries (like a Hyper Capacitor) are in production, someone will make a lot of money, and I'll once again be back-on-my-heels astounded.

Since "knee-high to a grasshopper," Jim Sanders has been fascinated by all things technical. A voracious consumer of content, and veteran of many CES (and other such) shows, he is invariably the early adopter who leads the rest of us . . . into the future!

AMBASSADOR PREDICTS: NRB HIGHLIGHTS



preview

Dennis Rainey and Bob Lepine invite you to **Film & Food with FamilyLife**. Screen their new movie, "Like Arrows" and meet new president & CEO, David Robbins.

Wednesday or Thursday
11:00 AM | Location TBA
RSVP with Michelle@ambaa.com

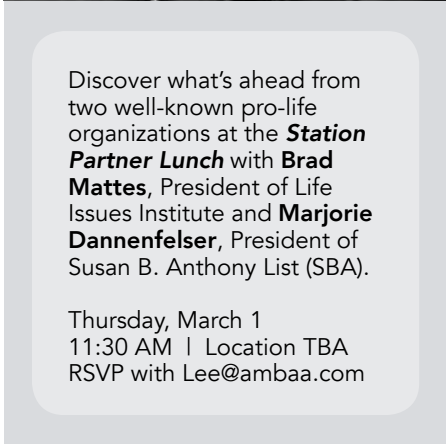
(And don't forget about "Name That Tune" Thursday night!)



celebrate

Join Jim Daly, John Fuller, and the Focus team in celebrating four decades of helping families. Longtime partners and friends in ministry are invited to the **Focus on the Family 40th Anniversary Dessert Reception**.

Tuesday, February 27
7:30 PM | Delta Island E
RSVP with Katie@ambaa.com



learn

Discover what's ahead from two well-known pro-life organizations at the **Station Partner Lunch** with Brad Mattes, President of Life Issues Institute and Marjorie Dannenfelser, President of Susan B. Anthony List (SBA).

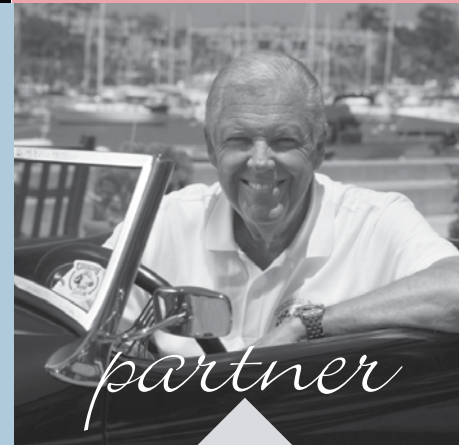
Thursday, March 1
11:30 AM | Location TBA
RSVP with Lee@ambaa.com



sing

It wouldn't be NRB without the annual **Hymn Sing** with Joni Eareckson Tada! Warm up your vocal chords in time to suggest your favorite hymn when we close out the **Ambassador Meet & Greet** by singing together.

Wednesday, February 28
8:30-10:00 AM | Delta Island E



partner

It's Time to Pray...an NRB Prayer Meeting led by Pastor Carter Conlon will be held at the start of the Convention. (And coming soon: a new half-hour special for the National Day of Prayer: "In God We Trust")

Tuesday, February 27
8:00 AM | Location TBA



pray

Be newly inspired to help listeners make the most of every opportunity to introduce people to Jesus. The **ROTW Lunch** with Barry Meguiar will update current station partners and energize new ones!

Wednesday, February 28
11:15 AM | Location TBA
RSVP with Selah@ambaa.com

STAY UPDATED: AMBAA.COM/NRB-2018

NRB ON-SITE CHECKLIST

In Nashville, your hub for all things Ambassador is Delta Island E! Stop by for white chocolate or coffee, to greet the AAA team, or to simply kick up your feet between sessions. We look forward to enjoying (and checking off!) these NRB activities:

TUESDAY
2/27

IT'S TIME TO PRAY...NRB PRAYER MEETING WITH CARTER CONLON
Tuesday, February 27 | 8:00 AM
(Location TBA — Contact Haley@ambaa.com for details)

FOCUS ON THE FAMILY 40TH ANNIVERSARY DESSERT RECEPTION
Tuesday, February 27 | 7:30 PM
(Delta Island E)
RSVP to the dessert reception with Katie@ambaa.com

WEDNESDAY
2/28

AMBASSADOR MEET & GREET
Wednesday, February 28 | 8:30 AM – 10:00 AM
(Delta Island E)

Who you'll see:

✓ Lisa Anderson
✓ Carter Conlon
✓ Jim Daly
✓ John Fuller
✓ Jim Garlow
✓ Michelle Hill

✓ Bob Lepine
✓ Brad Mattes
✓ Barry Meguiar
✓ Charles Morris
✓ Dennis Rainey
✓ John Sorensen

✓ Ed Stetzer
✓ Joni Eareckson Tada
✓ Bob Waliszewski
✓ Nancy DeMoss
Wolgemuth

HYMN SING WITH JONI EARECKSON TADA
Wednesday, February 28
Hymn Sing will be at the close of the Ambassador Meet & Greet
(Delta Island E)

FILM & FOOD WITH FAMILYLIFE
Wednesday, February 28 | 11:00AM-1:00PM
Thursday, March 1 | 11:00AM-1:00PM
RSVP to one of two luncheon options with Michelle@ambaa.com

ROTW LUNCH
Wednesday, February 28, 2017 | 11:15AM-12:45PM
RSVP to Selah@ambaa.com

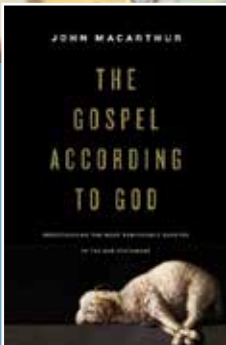
THURSDAY
3/1

LIFE ISSUES | SBA LIST STATION PARTNER LUNCHEON
Thursday, March 1 | 11:30 AM
RSVP to the luncheon with Lee@ambaa.com

FAMILYLIFE'S "NAME THAT TUNE"
Thursday, March 1 | 9:00 PM – 11:00 PM
(Canal A)

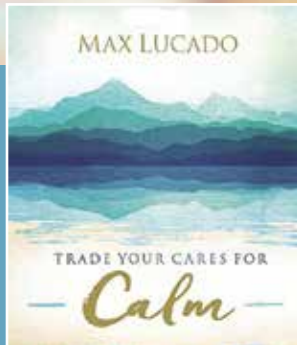
- SEE YOU ON SOCIAL: @AMBASSADORTEAM #PROCLAIM18 -

new arrivals to the
BOOKSHELF



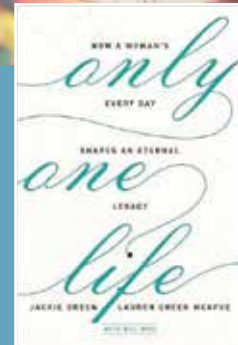
▶ ***The Gospel According to God: Rediscovering the Most Remarkable Chapter in the Old Testament* (John MacArthur)**

Focusing on one of the greatest chapters of the Bible, the book explains the prophetic words of Isaiah 53 (called the first Gospel) verse by verse, highlighting important connections to the history of Israel and to the New Testament.



▶ ***Trade Your Cares for Calm* (Max Lucado)**

Amplifying the theme of his latest best-selling book (*Anxious for Nothing*), this beautiful four-color gift book is filled with unforgettable stories and biblical wisdom. Perfect for the coffee table—but don't leave it there!

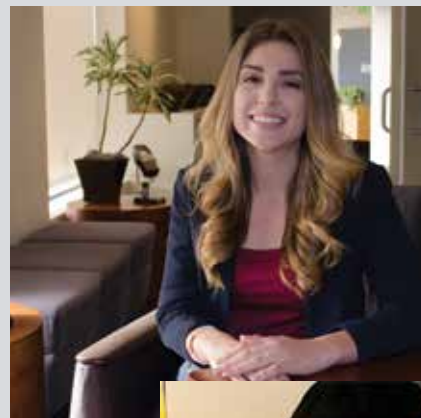


▶ ***Only One Life: How a Woman's Every Day Shapes an Eternal Legacy* (Jackie Green and Lauren Green McAfee)**

Mother and daughter team share vivid portraits of women of the Bible as well as women in culture, past and present, who demonstrate how God multiples faithfulness in everyday living. A powerful reminder of each woman's unique calling as a child of God.

new arrivals
IN PERSON

▶ Welcome to **Leah Guerrero** who joined the Ambassador team on January 2nd to serve as part of our Marketing group. She arrived with a special surprise—a ring on her left hand ☺! Leah and her fiancé, Eric, look forward to a truly spectacular wedding on *July 4th* this summer. She comes to us from San Diego where she and Eric were part of **Jim Garlow's** church. We're so glad you're here, Leah!



▶ (Not pictured) Christmas was even more special this year for *Truth Pulpit's* **Don Green** who became a grandfather for the *first* time on December 23. Beautiful Gabrielle Grace Green was born to Daniel and Lindsey Green in the midst of what was not such a bleak midwinter after all! Congratulations!

▶ And the same to Grandpa **Max Lucado** as namesake Max Wesley arrived on December 20, born to Jenna & Brett Bishop. Little Max joins big sister Rosie who is probably going to have to learn to share some of the attention ☺ of the devoted grandparents!



FOCUS ON THE FAMILY is celebrating four decades of helping families thrive in Christ. Come celebrate the significant impact these numbers represent at the *Focus on the Family 40th Anniversary Dessert Reception* (see page 4).

DATA & DATES

FOCUS ON THE FAMILY

MINISTRY EFFORTS: HOW LIVES HAVE BEEN CHANGED

EVANGELISM



170,000

people committed or recommitted their lives to Christ

PARENTING



28

families were helped every hour in working through a significant crisis with their children

MARRIAGE



110,000

marriages were saved

CULTURE

1.4 MILLION

families say Focus inspired them to transform the culture through civic engagement

ADVOCACY

300,000

families opened their hearts and/or homes to orphans



Updated September 2017

www.focusonthefamily.com



FEB 5-9

It's *Founder's Week* at Moody Bible Institute—speakers this year include **Ed Stetzer** (heard on *BreakPoint This Week*) and **Anne Graham Lotz** (*Daily Light for Daily Living*) as well as Matt Chandler and others.

FEB 11-17

They're sailing away! It's the annual (and sold-out) *Love Like You Mean It Cruise* with **Dennis & Barbara Rainey**, **Bob & Mary Ann Lepine**, joined by **Nancy & Robert Wolgemuth**. The ship will visit multiple sites in the Caribbean.



FEB 17-23

Charles Morris returns to Cuba to meet with the in-country production crew and national church partners, anticipating the launch of *El Faro de Redención* (see "Did You Know" on page 2!).

FEB 26-MAR 2

NRB . . . See you in Nashville!

ALL THIS MONTH

"You Are the Light" is a special series embedded in the schedule for **Carter Conlon's** 1:00 feature, *It's Time to Pray!*

See & share more at ambaa.com/infographics



Ambassador

ambassadoradvertising.com

1641 Langley Avenue
Irvine, CA 92614

949.681.7600

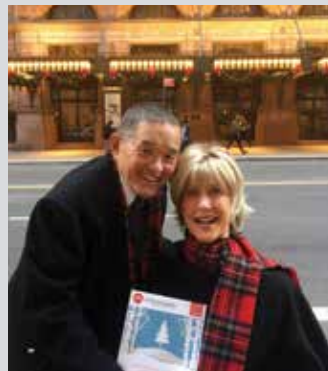


@AmbassadorTeam



JONI [and Ken!] and FRIENDS!

Who wouldn't be happy to spend a few hours strategizing future ministry with Joni Eareckson Tada and the leadership team at Joni and Friends. The AAA crew was pleased to do just that recently—pictured in front of a gallery of her artwork including a favorite piece called *The Run*.



Revised and updated is this classic from Joni: *When Is It Right to Die? A Comforting and Surprising Look at Death and Dying* addresses the toughest end-of-life questions from a thoroughly biblical (and well-informed) vantage point.

Over the holidays, the indefatigable Joni and Ken were at Carnegie Hall (NYC) to participate in *SING! An Irish Christmas with Keith & Kristyn Getty*, a concert that's now become an annual event.

