



Ambassador

We Connect. Ministry and Media.

MAY
2018
UPDATE

GIVE HER THE FRUIT OF HER HANDS
AND LET HER OWN WORKS

praise her in the gates.

—PROVERBS 31:31



INSIDE

Happening in May: Resources for Mother's Day, new programming, events, and more	Page 3
Spanish Programming: Expand your reach with offerings from ministries you know	Page 5
New FamilyLife President: Get to know David Robbins	Page 6

DID YOU KNOW?

New from **Anne Graham Lotz** is **In This Final Hour**—an audio as well as video resource with teaching on refreshing our spirits in the midst of global, national, racial, political and even personal turmoil. A timely message from God's Word!



While the Spanish edition of **Revive Our Hearts** continues to flourish (see page 5!), another global outreach is

developing in South Africa where more than 50 **True Woman 101 and 201** Bible study groups have started. Curriculum for **TW 101** has been translated into Afrikaans by South Africa's largest Christian publisher.

Brand new from **Mercy Ships** is a devotional entitled **A Daily Dose of Mercy**, developed from content originally delivered on the 1:00 feature *The Mercy Minute* with Don Stephens and co-written by staffer Nancy Predaina. Request a copy from Haley@ambaa.com.



In its 2017 annual report, **Evangelism Explosion** reports that to date, more than 500,000 children

have been trained to share their faith through EE's **Hope for Kids** initiative!

Out of five decades of pastoral experience, **The Preacher's Bible** reflects what **John MacArthur** believes is the "perfect preaching Bible" with space for notes, opens flat, separates verses and is without footnotes so it is pure text of Scripture. Every attendee of the Shepherd's Conference this year (4000 pastors/ministers) received a copy of the edition.



TECHNICALLY SPEAKING

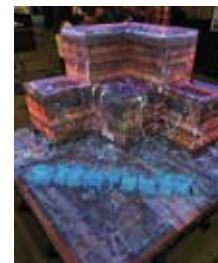
Jim Sanders Reports from NAB

I'm astounded to admit it: My first visit to an NAB Convention was nearly 40 years ago. That was shortly after the third day of creation and the earth's crust was hardening. I can hardly believe four decades have washed by. The changes which have taken place at NAB are nothing short of astounding in the intervening time.

This year's convention left me just as astounded as the very first I attended. And this year, my mouth was agape for many reasons. The breadth and density of the show is phenomenal.

One thing I've finally learned is that when you're elbowing your way through a crowd of over 100,000 attendees spread out over a million square feet of exhibits, you need a plan. NAB has vastly improved, through their app, the process of agenda-making. The mobile app is a wonderful tool which moves you fluidly from exhibit to exhibit, punctuated by astounding technology along the way:

- Massive and pristine 8K video monitors
- Automated robotic camera dollies and jibs
- Flexible video display systems (like the one pictured here; water falling over a series of cubes)
- Quadcopters capable of the most spectacular camera moves



However, in addition to lots of tire-kicking, our mission this year was threefold:

1. Shopping for an IP Audio solution for the Amb-OS TOC and Ambassador's production facilities (NAB is a great place to go shopping for equipment).
2. Co-hosting the annual Christian Radio Technical forum dinner (it's always Monday nights . . . and free! Join us next year if you can).
3. A project we're calling Amb-OS 2.0: The follow-up hardware solution for program delivery.

No formal news to announce here, but we've been in development for a couple years now and are excited about the days ahead. Great partnerships are often formed at NAB which has been no exception for Amb-OS. Stay tuned!



Tom Bosscher is recipient of CR Tech's "Broadcast Engineer of the Year" award. He's been at WCSG-FM in Grand Rapids for 23 years and gracious moderator/host of the CR Tech forum (crtech.org) for two decades.



Team Amb-OS (L-R): Charley Mefferd, Steve Reinke, Ken Van Prooyen, Dick Becvar, Jim Sanders

Here's what's happening in May!

For the latest programming news and ministry updates, be sure to connect with us on social media (@AmbassadorTeam) and subscribe to our e-newsletters. You'll find the details on our website!

THIS
MONTH



Glad News for Muslims Debuts

Featuring **Samy Tanagho**, the program which launches May 7 is designed to help listeners conquer any fear in undertaking spiritual dialog—even friendship—with Muslim co-workers, neighbors, or fellow students. Voiced by an Egyptian believer who is passionate about reaching Muslims, the 1:00 daily fills an important need as the Muslim population in the USA continues to grow.



FamilyLife's Art of Parenting Launch

Companion to the popular **FamilyLife** video series *The Art of Marriage*® and released with the *Like Arrows* movie premiere May 1, *FamilyLife's Art of Parenting* launches this month. An 8-week small group series and free online course are available at FamilyLife.com/Parenting.



The Wilberforce Weekend Gathering

Hosted by The Colson Center, this stellar three-day event features TCC leaders **John Stonestreet** and **Bill Brown** along with **Eric Metaxas**, **Joni Eareckson Tada**, **Chris Brooks** and others. Held in Washington DC, the weekend includes commissioning of the 2018 class of Colson Fellows as well.



Mother's Day Tool Kit

We've put together the best in audio and digital tools from our speakers for your use this **Mother's Day (May 13)**. Find it on our website!

PHOTO RECAP



A

A Indeed, we'll have the Red Carpet ready for YOU just like we did for **Gary Booker** and **John Bethany**, guests from the Global team at Focus!

B And here's what you may find once you come inside! Great fun with the Focus duo—**Jim Daly** and **John Fuller**—here for ice cream.

C This is our version of Where's Waldo ... can you "spy" the **third face** in pix?

D Grateful for a long partnership for Focus with KWVE friends—**Lance Emma** (GM) and **Brian Brodersen** (Pastor-Calvary Chapel).

E/F Award time ... **Joni** was one of "Top 10" programs for Focus on the Family this past year while **Barry Meguiar** (Ignite America) was honored by Moody Bible Institute with its "1886 Legacy Award" for integrating faith and work.

G It's the **Haven team** (Board, leadership and guests) for a retreat where Jim was delighted to lead a whiteboard session on ministry strategy for the future.



B



C



D



E



F



G

¿Se habla español?

Did you know many of the English broadcasts from our ministry partners are also available in Spanish? The same great-quality content offers an opportunity to expand your reach to those in the Spanish-speaking community.

ON THE
AIR

Revive Our Hearts / Aviva Nuestros Corazones

Celebrating its 5th anniversary as a daily 28:00 radio program, **Aviva Nuestros Corazones** calls women to a life of surrender, sacrifice, service, and Spirit-filled living.

FamilyLife Today / Vida en Familia Hoy

Vida en Familia Hoy is a daily 14:30 feature where listeners hear practical answers drawn from the Bible to issues faced by couples and families today — with the purpose of effectively developing godly marriages and families who change the world one home at a time.

Grace to You / Gracia a Vosotros

Gracia a Vosotros is the daily 30:00 Bible-teaching media ministry of Pastor John MacArthur with messages based on sermons from the pulpit of Grace Community Church.

Joni and Friends / Joni y Amigos

In the 1:00 daily Spanish radio program, **Joni y Amigos**, listeners are encouraged by Joni Eareckson Tada's life testimony as a woman changed by disability and saved by a relationship with Jesus!

Focus on the Family / Enfoque A La Familia

Enfoque a la Familia was specially created to give hope and support in the midst of suffering. For over 20 years, this daily 15:00 program, has offered practical advice to Hispanic and Spanish-speaking families around the world.

Also available from Focus on the Family:

A 60-second daily feature addressing the marriage and parenting topics listeners care about most, **Cada Minuto Cuenta (Every Minute Counts)** offers timeless wisdom in an ever-changing world.

Aventuras en Odisea (Adventures in Odyssey), a 24:00 weekly program, presents the stories, characters and situations kids love ... and the values that Mom and Dad appreciate!

Conectados (Plugged In) is a 1:00 daily entertainment guide full of the reviews you need to make wise personal and family-friendly decisions about movies, videos, music, TV, games and books.

Ready to air?

Contact Lee Ann Jackson (in English or Spanish!) at lee@ambaa.com.



NEW
LEADER

David Robbins

President of FamilyLife

"For though I am free from all, I have made myself a servant to all, that I might win more of them."

— 1 Corinthians 9:19
(David's life verse)

First, welcome to FamilyLife. What is a one-sentence summary of your impression of this new assignment?

Assuming my role at FamilyLife has shown me how great the opportunity is to impact future generations and reminded me how firm a foundation to do so has been laid in the Bible.

What is one thing your parents instilled in you that you want to pass on to your children?

I grew up living on a college campus in the Mississippi Delta, where my dad worked in higher education. I appreciate and want to pass on how my parents modeled a marriage bond that was

strengthened in low moments just as much as in high times. I am marked by observing my parents, over many years, continually strengthen their character together in the context of a rich and honest friendship.

You have served Cru for nearly 20 years, what did you learn about ministry serving internationally (Italy) and most recently in New York City?

Growing up in the Bible Belt and being in ministry at the University of Georgia, where a Christian worldview is culturally accepted, it has been incredibly formative to do ministry in places where a post-Christian, secular mindset is the cultural norm.

We found it healthy and stretching to consistently be around people who do not default to thinking like us. We learned that people's starting places about faith and Jesus are often, and increasingly, totally different. We sought to really put into practice following the compassion and ways of Jesus in meeting people where they are and journeying with them in grace and truth. In leading FamilyLife, we will never water down the gospel or God's Word, but we will be willing to shift our posture and assumptions about people's faith journeys. God is not calling us to hunker down and shout louder, but to equip believers to share vulnerably and talk like real people about how Jesus makes a difference every day in our marriages and families.

You've stepped into the proverbial "big shoes to fill," following the ministry cofounder, Dennis Rainey. Who has been a mentor to you whose influence will be felt as you step into the President's role?

God has graciously given me the gift of having several older men mentor me through a variety of seasons. While in New York for five years, I started Skyping weekly with David English, a longtime Cru staff leader who was also a former roommate of Dennis Rainey's at the University of Arkansas. David continues to ensure me that, no matter the location or circumstances, I am living authentically a oneness with God in connection to vocation.

Any surprises yet at FamilyLife?

No real surprises because of how candid and thorough the succession planning and transition has been discussed with Dennis, Bob, me, and others on the team. My deepest desire is to care for our faithful constituents through this transition process. We are grateful God is giving us the opportunity to follow a process and not have any surprises after 40 years of incredible consistency and fruitfulness. We look forward to developing a stable of multigenerational and multicultural voices for the future.

There's more from David than we had room to print! Read more of the interview at the Speakers page on our website.



Meg is my beautiful bride of 17 years. We love being a team in ministry. God has gifted us with four kids: Ford (11), Mim (10), Roe (8), and our native New Yorker, Mac (2).

QUESTION OF THE MONTH

For what unsung deed do you give your mom praise?

Mom, thanks for the hours you spent sitting at a kitchen table listening, learning, comforting, encouraging a little boy's fears, passions, struggles and victories... especially on those days my heart needed it the most.

Mark Michaels | Program Director
KLRC | Siloam Springs AR



I'll never forget how my mom chose not to pursue a career outside of the home in order to homeschool her boys. Because of that decision, she gave us the greatest gift any parent could offer: an opportunity to thrive. She always put us first no matter what the sacrifice!

Jon Wood | Programming
Blue Ridge Broadcasting

I am so very thankful for the countless ways that my mom has invested in my life. Her spiritual guidance, encouragement and help babysitting her grandkids is greatly appreciated. And, of course, raising and homeschooling six sons of her own is no small endeavor either.

Matt Bendell | Radio Producer
Cru/Campus Crusade for Christ



My mother enlisted in the WAVES (Women Accepted for Voluntary Emergency Service) with the Navy during WWII. I was a teenager when she died, and I regret never having the chance to talk to her about this part of her life before she became my mom.

Margaret Mechinus
UpWords with Max Lucado

*"Many women do noble things,
but you surpass them all."*

—Proverbs 31:29



Share praise for your mom on our blog! Visit ambaa.com/news.

COMING UP



MAY 3

National Day of Prayer

MAY 12

For Central Baptist College (Conway AR), **Dennis Rainey** delivers the commencement address at graduation.

MAY 12

Brad Mattes is one of the faculty for the new Leadership Fellows program launched by the Kennedy Center for Christian Leadership (Washington DC).

MAY 13

Mother's Day

MAY 20

A new exhibit on the life of **Billy Graham** opens at **Museum of the Bible**.

MAY 22

Life Issues' partner **Susan B. Anthony List** hosts its annual gala at the **Andrew W. Mellon Auditorium** (Washington DC).

ON-AIR

THIS MONTH

In a series for May called *This is Family*, **Jim Garlow** underscores the critical need for thinking biblically about marriage and family. *The Garlow Perspective* is that biblical marriage is God's educational tool to get biblical values into the hands of the next generation.





Ambassador

ambassadoradvertising.com

1641 Langley Avenue
Irvine, CA 92614

949.681.7600

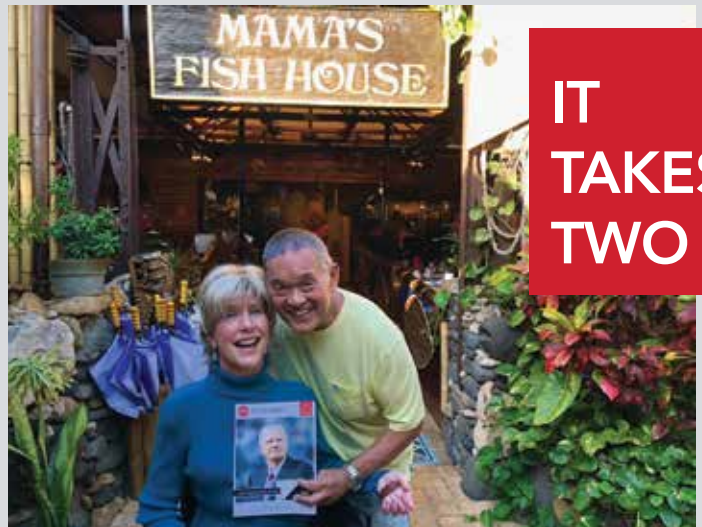


@AmbassadorTeam



Merger planned!

We asked for permission and gratefully received it so . . . Congratulations to **Rich Bott** and **Faye Tharp** on the wonderful news of their engagement. It will be a wedding in Kansas City on August 4 for the couple. It has been a joy to know Rich, President of Bott Radio Network, for more than forty years and to have served with him on the Executive Committee of the NRB for several years (including the year the EC was able to trek to Israel together—what a delight!). We know Faye for her faithful service at Focus on the Family, encouraging donors of the ministry with an ever gracious spirit and deep spiritual commitment. Rich and Faye—God’s best to you as you rejoice in the great gift that is His bringing your lives together!



**IT
TAKES
TWO**

Aloha, **Ken & Joni Tada** ... no one deserves a break more than you two, especially as the ministry gears up for a summer filled with over 40 domestic and international Family Retreats!



And Bon Voyage to **Easy Ezell** (Salem Radio Dallas) and wife, **Debbie**, enjoying a cruise on the Rhine River including a stop at the Gutenberg Bible Museum.