



Ambassador

We Connect. Ministry and Media.

JANUARY
2019
UPDATE

GOD HAS GIVEN US THE TASK

of telling everyone

WHAT HE IS DOING.

We are

Ambassadors for Christ

WE'RE SPEAKING FOR CHRIST ...

Become friends with God -

HE'S ALREADY A FRIEND WITH YOU.

2 Corinthians 5:20

INSIDE

Sanctity of Life: Celebrate life on-the-air and in person	Page 3
Reading in 2019: Discover your new favorite books	Pages 4 & 6
Scheduling the New Year: Save the dates for 2019 events	Page 7

DID YOU KNOW?



Late last year, **Museum of the Bible** celebrated its 1,000,000th guest when “Cam” walked through the entry doors (which are rather impressive as well!). Our team can’t wait to return!



A timely encouragement from **Anne Graham Lotz** as a new year begins, straight out of Jeremiah 29:11 — “God’s vision of a future can fill you with hope. Look forward to tomorrow.” Thank you for continued prayers for Anne as the cancer journey continues.

Thank you as well for your prayers for **Joni Eareckson Tada** as she continues daily radiation treatment for her cancer diagnosis.

“To this you’ve been called, because Christ also suffered for you, leaving you an example, so that you might follow in His steps.”
—1 Peter 2:21



Expanding the message that every believer ought to share their faith every day, **Barry Meguiar** (IgniteAmerica) launches a new TV program next month. A veteran of the medium (Barry hosted *Car Crazy* for many years), the 30:00 weekly feature will introduce viewers to men and women who are living out that advocacy of sharing faith “in everyday life.” For details, check out igniteamerica.com.

COMING SOON



We’re already looking ahead to Valentine’s Day—when *Focus on the Family* will present “Loving Well”—a new one-hour special that will be anchored by **John Fuller** and will include a variety of guests with timely encouragement for couples who want to strengthen their marriage.

NEW TO AMB-OS

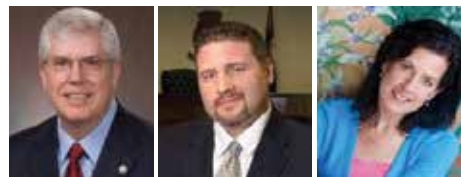
New to Amb-OS

Liberty Counsel has launched a new, daily 11-minute program called **Faith and Freedom**. (This is in addition to Liberty Counsel’s daily 1-minute commentary called *Freedom’s Call*.)

It features Mat Staver, Matt Barber and Holly Meade. The agenda each day includes what’s going on in the news regarding religious liberty, the sanctity of human life, the family and Israel.

Mat Staver is the Founder and Chairman of Liberty Counsel. He has over 260 published legal opinions, authored eight scholarly law review publications and many publications and books, including *Eternal Vigilance: Knowing and Protecting Your Religious Freedom*. Mat has also filed numerous briefs and argued in many state and federal courts, including the U.S. Supreme Court.

For more information, please contact Holly Meade at (407) 875-1776 or Holly@LC.org.



TECH TALK

“I Just Called to Say Your Eb/No is Low.”

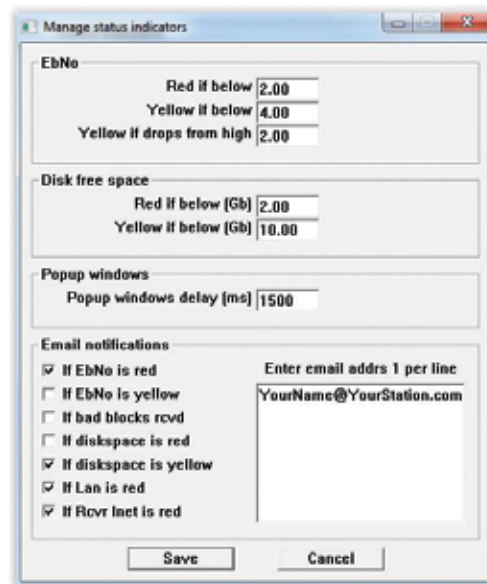
Here’s some granular tech talk. (If you’ve never heard the term “Eb/No” before, skip to the photo section in Update.)

Eb/No is one measurement of a good satellite signal. Simplistically said, it’s a ratio between the energy per digital bit of a signal and the carrier noise. The higher the number, the better.

There are lots of reasons satellite dishes have low or no Eb/No ratios. In summertime, it’s often a beehive or wasps nest in the antenna feed horn. In winter, it’s most often snow. But in either case, you need to remedy the situation.

Here’s the good news: If your Amb-OS receiver is connected to the Internet, it will continue to receive files even if your Eb/No is zero and you have no satellite signal. However, you still want to know so you can take action.

And here’s how: Open the Amb-OS User Interface (UI) and click on the TOOLS menu. Then click on MANAGE STATUS INDICATORS and you’ll see a screen similar to the one below. Set your Eb/No thresholds, email addresses and which warnings, click on SAVE, and you’re good to go!



SANCTITY OF LIFE SUNDAY IS JANUARY 20, 2019

RADIO
FOR LIFE

In 1984, President Ronald Reagan issued a presidential proclamation designating the Sunday closest to January 22—the day the Supreme Court issued its infamous Roe v. Wade decision—as National Sanctity of Human Life Day. While, unfortunately, not every President since Reagan has followed the practice of such proclamation, Christians continue to recognize the date as a significant reminder that by all means we must continue to celebrate the sanctity of life.



BREAKING THE SILENCE

FROM GENERATION TO GENERATION

A Sanctity of Life
Radio Special
with Brad Mattes

ALL-NEW SPECIAL FOR 2019

Brad Mattes brings to light another threat to the unborn with this broadcast on chemical abortion. *Breaking the Silence* is about a procedure that is increasingly being used to take the life of babies. Brad provides helpful information and invites two women to share their own experience—including, ultimately, the experience of God's grace, redemption and healing.



GET TO KNOW BRAD MATTES

A leader in the pro-life movement for over 40 years, Brad Mattes currently serves as President for Life Issues Institute (founded by Dr. Jack Willke and now in partnership with the Susan B. Anthony List) and as voice for the daily 1:00 feature "Life Issues." His expertise is respected globally, also serving as president of the International Right to Life Federations. As father of four and grandfather to four, Brad's unswerving commitment is to the sanctity of human life.



ALSO THIS MONTH

March for Life (Washington DC) on January 18

At the culmination of the 3-day **Evangelicals for Life** conference, join **Focus on the Family** and thousands of pro-life supporters as the world's largest pro-life gathering convenes on the national mall to show support for the sanctity of life and protection of the preborn. Speakers include Abby Johnson, Ben Shapiro and others.



STATIONS

Don't miss accessing our website for the **Sanctity of Life Sunday Tool Kit**. Graphics, quotes, appropriate program material and more are available for your use!

LOOKING FOR A GOOD BOOK FOR 2019?

May we suggest one of the following
(or check page 6 for a great list too)!

Vertical Marriage: The One Secret that Will Change Your Marriage

is new this month from “Weekend to Remember” speakers **Dave & Ann Wilson**. With foreword from good friends, **Dennis & Barbara Rainey**, the book shares how to build a vibrant relationship at every level including communication, conflict, intimacy, and romance ... all from a very personal and unique (and humorous) perspective.



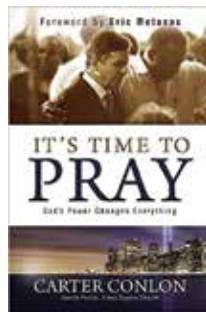
Glad News! God Loves You, My Muslim Friend

is published by Moody and is an encouraging reminder from **Samy Tanagho** that the cultural gap we too often see as insurmountable can be bridged as easily as with a smile. As our nation diversifies, the book answers the biggest questions Muslims have about God and helps believers understand how to share their faith with others.



It's Time To Pray: God's Power Changes Everything

is the encapsulation of **Carter Conlon's** unswerving call as pastor of Times Square Church (NYC), and as speaker for both a daily 1:00 radio feature (same name) and half-hour weekend edition, *A Call to the Nation*. Reminding us that in tumultuous times and in a tense culture, true peace comes only from Jesus, it's a timely message for this new year!



Heaven ... Your Real Home

was originally written 25 years ago by **Joni Eareckson Tada** and immediately became a best-seller. The book has now been thoroughly updated (*imagine what new and deeper perspective those 25 years bring*) and continues to share Joni's core message—waiting on the Lord for the glorious day all pain and hardship vanish. Please continue to pray for Joni on a new cancer journey herself.

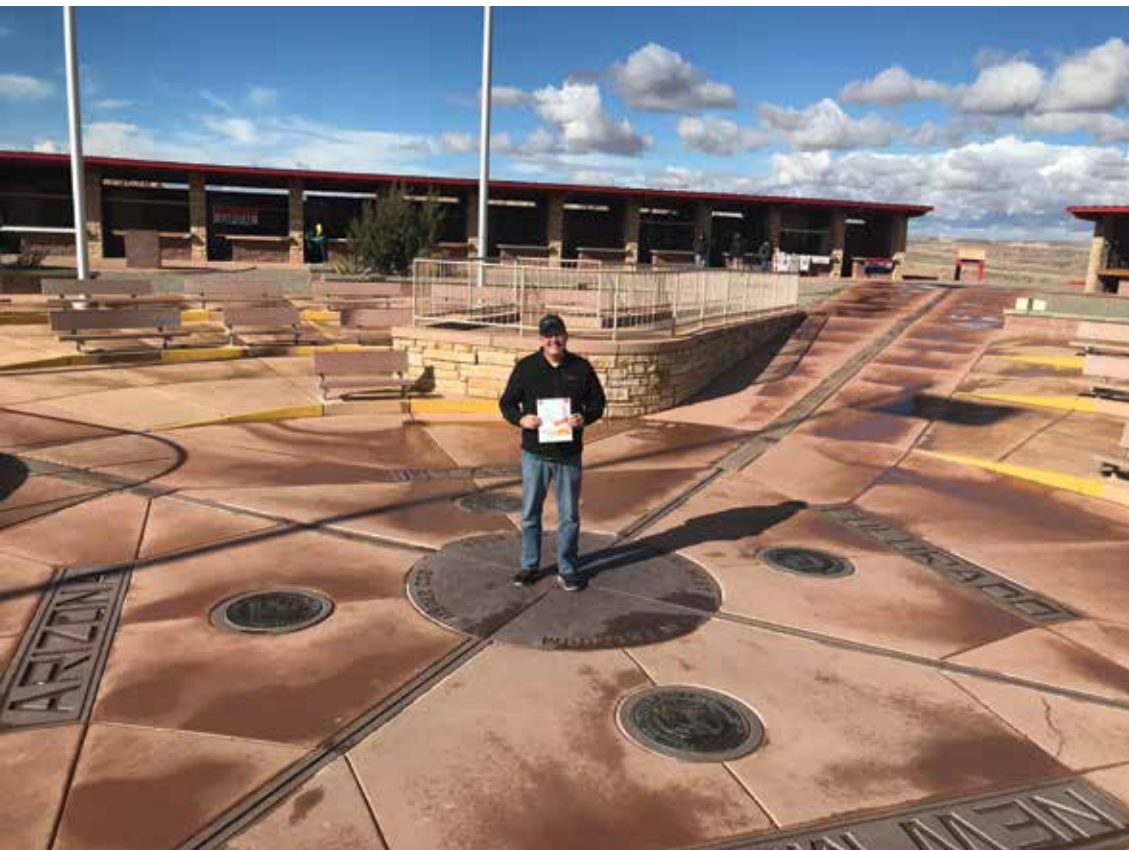


Ron Deal, Nicole Burns, and Emmitt Fowler with Dan Craig (Moody Radio) met with Moody Publishing team to collaborate on an upcoming book release (2020) from Ron Deal and Dr. Gary Chapman.

GREAT SHOTS



While in Portland for a "Weekend To Remember" event and a KPQD outreach, **Bob Lepine** was hosted at his favorite restaurant where the station's crew feted the milestone—this was Bob's 125th Cheesecake Factory location to visit. Pictured: **Justin Mansfield** (Director Operations & Programming), **Bob**, **Mike Lee** (Director of Local Ministries), and **Dennis Hayes** (GM).



◀ **Jeff Scott**, Station Manager at WBGL (Champaign IL) recently traveled to Farmington NM to help the Passion Radio Network with their Sharathon as part of ShareMedia—which afforded Jeff his first visit to the four corners. (In case you haven't looked at a map lately, that's the intersection of Colorado, New Mexico, Utah and Arizona.) We love the shot, Jeff!



WHERE ARE YOU?

Send in your photos holding our newsletter and you may be featured next in this space! Submissions welcome to peg@ambaa.com!

Dave Santrella

Discover the books he
loves & thinks you will too!



He's President of Broadcast Media of Salem Communications and a veteran broadcaster (serving as GM for WYLL-Chicago before moving to Camarillo). Adding a Christian broadcaster's voice to the table, Dave also serves on the Executive Committee of the NAB.

But most important of all, Dave Santrella is an unabashed enthusiast for the impact of Christian radio, often quick to recall listening to programs as a young married, influenced by that instruction in raising, with wife, Barbara, their four children.

When he's not working, Dave enjoys most spending time with his wife (they're known to jump in the car and follow their noses wherever the road takes them) ... and catching up with those now-grown kids by phone and with trips to Chicago and Austin as often as possible.

1. **The Bible, God.** I know it's obvious but, c'mon! It's life's instruction manual.
2. **Losers and Winners, Saints and Sinners, Greg Laurie.** Continues to remind me that there is hope regardless off how we started or where we are.
3. **The 21 Irrefutable Laws of Leadership, John C. Maxwell.** A great book for leading a company or your family.
4. **Death by Meeting, Patrick Lencioni.** A book that has transformed how I look at the meetings I lead.
5. **The 5 Temptations of a CEO, Patrick Lencioni.** I refer back to this book frequently as a checklist on "what not to do."
6. **The Oz Principle, Roger Connors, Tom Smith, Craig Hickman.** From a business perspective, the most transformative book of my career.
7. **Laugh Again, Experience Outrageous Joy, Chuck Swindoll.** I read this book years ago and it never left me. I still use the principles of the book to this day.
8. **The Greatest Salesman in the World, Og Mandino.** One of the very first books I read in my professional career. Og Mandino's personal story inspired me.
9. **Trout on Strategy, Jack Trout.** The very best book on strategy.
10. **First, Break All the Rules, Marcus Buckingham, Curt Coffman.** First book I read when I moved into management. I use the principles of it daily.

WHAT WILL BE NEW THIS YEAR?

KUYO has proudly served our listenership around Wyoming for over 30 years with Classic Christian Programming. In 2018 we started initiatives to develop more local programming with the [launch of our morning program called "Meet The Day."](#) In 2019 we hope to continue this emphasis.

Chris Sims | General Manager
KUYO-AM | Evansville, WY



I've always looked at the years of my life as chapters in a book. When I think of 2019 I know new pages will be written. In 2019 [I will live intentional with the eyes of my heart wide open](#), to love with His love and put my time into what is truly important.

Rebecca Harm | Engineering Department
Salem Media Group

2019 will be different for me because of what God has brought my family through at the end of 2018...looking forward, I know that I need to [give Him all the glory and make sure that everyone I encounter knows that it was His faithfulness, not anything we did, that brought us through](#). We serve a truly amazing God and I am excited to proclaim Him in the new year.

Carol Corbett | Operations Assistant
Word Radio | New Durham, NH



We are fortunate to be led by a visionary. In 2019, we're unifying our radio and TV brands — bringing our teams much closer together. We're also adding an impactful new element to our programming. For myself and all: [significant new opportunities to be of greater benefit to our community](#).

Ted Robertson | Senior Account Executive
KRDO | Colorado Springs, CO



MAKING 2019 A YEAR OF IMPACT



Know the Word. Join **Joni Eareckson Tada** reading the Bible in a year (check the JAF website for a reading list).



Devote yourself to prayer. No time like the present as **Pastor Carter Conlon** would urge (see pg 4).



Share your faith. **John Sorensen** helps provide the tools with *Share Life Today*.



Serve others. You don't have to go to Africa with **Mercy Ships** ... but maybe you could.



Stay informed. Visit **Jim Garlow's** new website to learn how the ministry is impacting leaders of government: www.WellVersed.World.

COMING UP

JANUARY: Westminster Seminary California (Escondido) hosts its annual conference themed this year ["Remembering the Canons After 400 Years"](#)—speakers include **Michael Horton**, Robert Godfrey and others.

FEBRUARY: Grace to You marks 50 years of ministry for **John MacArthur**—celebrating at NRB! Meantime, **Joni Eareckson Tada** joins **John Stonestreet**, Crawford Loritts, and many others for the [Grandparenting on Purpose](#) conference (Fullerton CA).

See you in Anaheim! **NRB 2019** is in our backyard this year!

MARCH: More than 7000 women are expected to gather when **Nancy DeMoss Wolgemuth** and Dannah Gresh travel to South Africa for the 2019 conference for women, titled this year ["Come to the Well."](#)

MAY: The Colson Center hosts the [Wilberforce Weekend](#) (Washington DC) with Rick Warren, Jackie Hill Perry, Michael Card and **John Stonestreet**.

JUNE: Ahoy! **Max Lucado** sails in Alaska with Matthew West and a host of friends. Meantime, another ship—[The Africa Mercy](#)—will conclude nearly a year of service in Guinea, and ready itself for a new field after retrofitting.

OCTOBER: Join **Charles Morris** ([Haven Today](#)) and friends on a two-week tour of Jordan and Israel.



Ambassador

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@AmbassadorTeam

#AmbassadorLife

Wait! Isn't that ...

LOOK
BACK



Roger Kemp

Forty years ago this young college man started running the Magnefax at Ambassador, duplicating 7-inch reels* to be sent nationwide. (We used cardboard boxes, not the infamous wood crates Thru the Bible used ☺!) It was quite a team required to ship out and then check in tapes as they cycled to stations.

Ultimately, this multi-talented fellow was a leader in our production team, spent some years at *Insight for Living* overseeing their broadcast division, then VP'd at Salem before he decided to start his own agency.

And we still call him friend. Thanks for the memories, **Roger Kemp!**

**Rog did mention "Thank goodness for Amb-OS"—we agree!*



We'd love to see your photo from "way back when." Send your favorite early career memory to peg@ambaa.com!