



Ambassador

We Connect. Ministry and Media.

MAY
2019
UPDATE



“*the* PRAYER *of the*
upright is HIS DELIGHT,”
Proverbs 15:8

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DID YOU KNOW?



At our website, you can quickly check out the list of AAA-served programs we indicate *your* station airs by going to the [Station Map](#) and filling in your call letters. If you see something is missing, be sure to let us know! Most of our ministries use this exact listing on their websites for listener convenience!

Looking for a good tool for sharing the Gospel? Check out the special leather New Testament edition (NKJV) from [Evangelism Explosion](#). It makes it easy to follow the encouragement heard on each day's 1:00 *Share Life Today* feature with John Sorensen.



During this year's SXSW gathering as well as at the Tribeca Film Festival (NYC), *Mercy* was premiered. An innovative new virtual cinema experience funded by Oculus VR for Good Creators Lab (which pairs rising filmmakers with nonprofits), the film gives viewers opportunity to "step onto the world's largest charity hospital ship"—*The Africa Mercy* operated by [Mercy Ships](#).

NAB WRAP UP

One of NAB's annual highlights is Christian Radio Technical Forum's annual dinner. We swap stories about pretty much everything including block editing ¼" tape and replacing failed tubes. We also have the joy of awarding the annual "CR Tech Excellence in Broadcast Engineering" award, this year given to **Ken Van Prooyen**. Many of those attending the dinner have been recipients of Ken's gracious and patient expertise. I know I have! He taught me how to properly wind cables more than four decades ago . . . a lesson I've never forgotten and passed along to numerous others. Ken continues to support Amb-OS development, radio stations in Puerto Rico and the Sight Seer ministry, started by his folks.



Our CR Tech dinner is sponsored by a collection of companies including Amb-OS Media, AM Ground Systems/KK Broadcast Engineering, Broadcast Electronics, Broadcasters General Store, Inovonics and Radio Guide. Thank you! And if you're coming to NAB next year, please join us for a fun time where you can compare notes with other engineers about everything from wire recorders to IP Audio Systems.

AMB-OS UPDATE

The Presidential Prayer Team's ***Pause to Pray*** is now available on Amb-OS. It's a one-minute feature that encourages prayer for our nation's leaders: the White House, Congress, our courts and our nation's military. *Pause to Pray* includes Bible-based commentary and specific prayer points to create a powerful daily real-time call to prayer.



To authorize your receiver for *Pause to Pray*, go to the Amb-OS permissions portal: <http://www.Amb-OS.com/permissions>. Should you have any questions, please contact Dave McMinn at (866) 433-7729 or dave.mcminn@presidentialprayerteam.org.

Regaining Lost Ground with Pastor Shane Idleman is also now on Amb-OS. Although times change, truth does not! Pastor Shane's heart for revival is evident in the messages featured on this daily 25-minute program. Listeners will be encouraged, convicted, and uplifted. Pastor Shane believes that the spiritual baton is to pass from one generation to the next and challenges listeners to be pillars that support God's truth in their generation. *Regaining Lost Ground* is our charge as believers in a world missing the hope and help of God's Word.



To authorize your receiver, go to the Amb-OS permissions portal: <http://www.Amb-OS.com/permissions>. Should you have any questions, email info@wcfav.org or call 866-805-5030.

THIS
MONTH

ALIVE FROM NY

Join us **MAY 4**

SEE *Life* CLEARLY

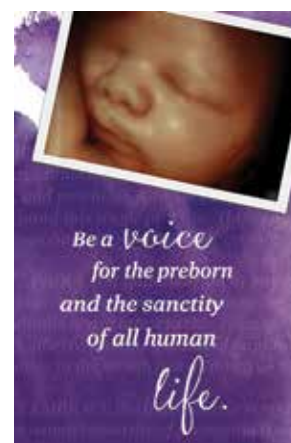
FOCUS ON THE FAMILY SPECIAL LIVE EVENT

Culminating the ministry's 12-week *See Life Clearly* campaign, Focus on the Family is inviting thousands to a live event from Times Square (NYC) on May 4.

"Alive from New York" is an event designed to celebrate the sanctity of human life; marvel at the wonder of human development in the womb; and encourage advocacy for women facing unplanned pregnancies and the preborn. The event will feature live music and inspirational speeches from special guests, as well as abortion survivors. The culminating moment of the event will be a live 4D ultrasound broadcast on iconic massive digital screens in Times Square.

The entire 90-minute event which will be anchored by John Fuller is offered for LIVE release 3:00PM-4:30PM ET to station partners via Amb-OS; contact Jennifer@ambaa.com for clearance.

Look for more details on the *See Life Clearly* initiative on the ministry's website where there is also opportunity to sign *A Declaration for Life*—another way to be a voice for the preborn.



NATIONAL DAY OF PRAYER

It's his core message but **Carter Conlon** speaks again in this all-new special about the truth that "*More Than Ever ... It's Time to Pray*"! Recognizing that the *fear* of God is missing for most of our nation's population, Carter calls us to the believer's confidence that He who is in us is stronger than he who is in the world—and we ought to live like we believe it!

The 26:00 special is available for airing on May 2 (National Day of Prayer), or for the weekend preceding (April 27-28). Contact Leah@ambaa.com for details and confirmation of use as the special rests on your Amb-OS receiver.



Carter Conlon

TOOL KIT! Just a reminder that for May 2, as it will be for Mother's Day this month and Father's Day next, Ambassador is pleased to provide stations with a multiplicity of resources for use on-air or on-line. Check our website for the latest!



Celebrating God's Faithfulness

Marking a 60-year history deserved some recognition so we gathered for *Celebrating God's Faithfulness* just as the NRB Convention was to begin. Such a special treat to host the Ambassador family aboard the appropriately-named *Eternity* ship in the Newport Harbor. Nothing better than sailing with dear friends!



1 John Scaggs (WAY-FM Network) | 2 Adriel Sanchez, Andrew Hess, Michael Horton (Core Christianity) | 3 Al & Jim Sanders with Stu Epperson (Senior & Junior!), Nancy Epperson and granddaughters | 4 Peggy Campbell and Hannah Bare with Scott Krus (Moody Radio) | 5 Jim & Rosemary Garlow (The Garlow Perspective) with Rich & Faye Bott (Bott Radio) | 6 Leah Handley with Chris & Michelle Gould (Salem Media), Brian & Marti Krause (Focus on the Family), Bobby Hegedish, Mary Smirnis, and Larry Hauer (Cru) | 7 Lee Ann Jackson with Frank Wright (Coral Ridge Ministries) and David Santrella (Salem Media) | 8 Charles Morris (HAVEN) with Shauna Amick, Rainey Floreen & John Nugent (Joni and Friends) | 9 Lee Ann, Jennifer Perez & Jani Williamson with Angie Emma (KWVE), Candy Houghton (Bott Radio) & Beth Schafer (KBXL/KSPD) | 10 Jani with Brian Harcey (WLJN) | 11 Reagan Rose & Darrell Harrison (Grace to You) with Steve & Judy Douglass (Cru) | 12 Brad Mattes (Life Issues), Mallory Quigley (Susan B. Anthony List), Brian Krause, Ashley Durand, Marti Krause (Focus on the Family)



Michelle Blood & Kari Medina with the FamilyLife crew: **David Robbins**, **Bob Lepine**, **Michelle Hill**, **Emmitt & Jane Fowler**.



Thanks to Salem Media for the footballs marking this exciting chapter for new co-hosts **Dave & Ann Wilson**.



Thanks, **FamilyLife**, for the memory—a framed cassette of the first **FamilyLife Today** program!



Lunch break for Katie Burke & Lee Ann Jackson with **Rob Kirkpatrick**, **Brian Krause**, **Lisa Anderson** (Focus on the Family).



A sweet square box for local GM **Lance Emma** (KWVE) with **Rob Kirkpatrick & John Fuller**.



John Fuller talks about the upcoming May 4th event in Times Square, **Alive from New York**, with **Frank Sontag** (KKLA).



Frank Sontag also welcomed **Barry Meguiar** (Revival Outside the Walls) to talk about his passion for faith-sharing.



Connecting in the Expo hall — Jim Sanders with **Mark Looy** (Answers in Genesis) and **Cary Summers** (Museum of the Bible).



Brad Mattes (Life Issues) and **Mallory Quigley** connect with AFR's "**Stacy on the Right**" (and daughter!) to talk about the latest on the pro-life front!



Here's Kari Medina, Jennifer Perez, Michelle Blood & Hannah Bare with **Carolyn Cassidy** (WRFD) & **Patricia Tom** (Salem Media).

but wait,
there's more!

Check out our
NRB Facebook
photo album:
@ambassador team

MEETING & GREETING

PARTNERSHIP & fellowship

Our Michelle is the “centerpiece” of this happy gathering of **Grace to You’s** team who met with many station partners during NRB to mark the ministry’s 50 years of impact with special recognition to facilities who have been part of that history. Station guests pictured here include veteran broadcasters, Nev Larson and Brett Larson (WDCX-Buffalo NY).



This year’s NRB was a baton-passing one as Dennis & Barbara Rainey thanked **FamilyLife** station partners for years of relationship and welcomed Dave & Ann Wilson into the Christian media industry. Bob Lepine and the FL crew hosted various gatherings to ensure station personnel had opportunity to get acquainted with the new daily program co-hosts along with President of FL, David Robbins. Station partners in the photo include: Jeff & Rachael Bean (WCRH-Williamsport MD), Bruce & Lynn Munsterman (KHCB-Houston TX), John & Tami Geli (LifeTalk Radio), Brad Leggett (KCRO-Omaha NE), Tom Steigleman (KATB-Anchorage AK) and Tom Suffield with daughter, Caroline, (KHCB).



It was an ideal time at NRB to share the *Alive New York* (see page 3) event info with station partners for **Focus on the Family**. And great fellowship with hosts John Fuller (FOF) and Lisa Anderson (Boundless). Station personnel pictured at this meeting: Mark Holland (Crista Media-Seattle WA), Chris Lemke (WSCG-Grand Rapids MI), Brad Leggett (KCRO-Omaho NE), Bill Harrier & Trey Cooper (His Radio), Bill & Josh Blount (Blount Communications), Scott & Brenda Beigle (Faith Radio), Randy Davison (KHPE-Albany OR), Beth & David Schafer (KBXL-Boise ID), Martha Root (WCIF-Melbourne FL), Scott Taylor (WAWZ-Zarephath). (Note: Kudos to Justin & Laura Beth VanderVeur from KGLE who demonstrate how to focus on the family, bringing little 11-month old Joshua to his first NRB!)

Recognizing Faithful Service

NRB
2019

Receiving *The Billy Graham Award for Excellence in Christian Communications*, **Barry Meguiar** and **Revival Outside the Walls** were recognized for “effectively and creatively using multiple electronic media technologies in fulfillment of their mission, while maintaining fidelity to the message of love, redemption, and hope found in the Holy Scriptures.”

Having become a part of the fabric of NRB over the past six years, the ministry’s expansion into television was a focal point of the Anaheim Convention. *Ignite Your Life TV* is hosted by Barry whose long years anchoring the popular *Car Crazy* series ensure the kind of “watch-ability” that stations and their viewers will appreciate. And the message is clear—as it is on the daily radio features and PSAs—encouraging believers to use every day experiences to move others closer to Jesus.



Other milestones acknowledged included

Salem Media’s expressed appreciation to **Grace to You** as John MacArthur’s ministry marks 50 years in 2019. Several organizations also celebrated the contribution of **Dennis Rainey** and wife, **Barbara**, as they have handed the baton of on-air leadership for **FamilyLife Today** to **Dave & Ann Wilson**. Pictured is the Bott Radio Network team with the Rainey’s.

Thanks to the Bott Radio Network for also recognizing Jim Sanders & Peggy Campbell with the “Faith of our Fathers” award, coinciding with **Ambassador’s 60th anniversary**. Early in the week it was a privilege to celebrate the six decades with our founder as well.

Finally ... you don’t know what you’re missing if you haven’t attended a FamilyLife Game Night—and this year’s champion was none other than **Joni and Friends’** Director of Radio, **Shauna Amick**! She chose the drone as her prize while partner, a local reporter, opted for the vintage-style Bluetooth turntable.

60
YEARS

In 1959, Al Sanders launched an agency that would go on to serve around 100 ministries — gifted communicators who effectively share the Gospel in Christian media. This year, we celebrate God's faithfulness for 60 years (and counting!).



Ambassador

BY THE NUMBERS

About Us



Founded in

1959

by Al Sanders
(NRB Hall of Fame 1997)



Guided by
2 Corinthians 5:20



681.5 years total
cumulatively served
by the staff



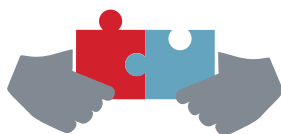
Office
Mascots:
Annie
Maisie

What We Do



- Produce programs: 8 hours daily/1,800 hours annually
- Offer 6 programs with *customized* content via Amb-OS
- Distribute 95% of all Christian teaching/talk content via Amb-OS

Our award-winning
satellite distribution
system, Amb-OS,
launched in 2008



We Connect.
Ministry and Media.



Located in
Irvine, CA

We stay in Touch

Every week!

- mAAAx Fax
What's up this Week
- A-List
News at Ambassador
- Take 5
Just for fun!

Every month!

- Update
8 pages in print
- Media Translator
Industry Trends



Not on the list?
Let us know:
Peg@ambaa.com

Who We Serve



- 63** programs represented on behalf of **21** ministries, placed on **3,800** radio stations nationwide
- 14,000** radio stations with tracked current Nielsen audience data
- More than **300** international stations
- Nearly **100** ministries served since agency launched



Recipient of National
Religious Broadcaster's
Radio Impact Award 2014

Our Trademark



12,000
pieces of White
Chocolate Peanut
Clusters made annually



100
hours assembly work
(primarily NRB &
holiday season!)

Want some?

DROP US A NOTE! ✉ Peg@ambaa.com



Be Wise and Thrive

NEW FROM THRIVENT BEGINNING JUNE 3

With the objective of helping people “be wise with money,” **Thrivent** launches a new daily 1:00 feature in June with Callie Briesse as host.

A familiar name for many Christian stations, not-for-profit Thrivent has been involved in various local efforts with Christian media. Its 100-year history is marked by a commitment to help men and women connect faith and finances and generosity.

The aim for *Be Wise and Thrive* is to help us focus on what’s important—sharing time, talents and treasures, being good stewards of all God has given us. It’s not money advice but a daily word of encouragement to think wisely about how finances can be used in order to thrive in life.

NOTE: This new feature will be station-customized at the outset, at facility request!

Meet Callie Briesse!



With over a dozen years of experience at Thrivent, Callie currently serves as Director of External Affairs for the organization. But in addition to her expertise in communications, Callie is an enthusiast for Christian media, a familiar face at events such as NRB and Momentum.

And living out the message of thriving ☺, Callie is also wife to Ryan and mom to four young children. They reside in the Minneapolis metro ... and regularly listen to Christian radio there!

To add “Be Wise and Thrive,” contact Katie@ambaa.com. You can audition spots at our website now!

GATHER & GREET

Special arrivals to So Cal!

a Added to the delight of a “local” NRB was the opportunity for connections in Orange County—including a gathering with the **Revive Our Hearts** team and **KWVE** leaders and a visit to the studio (see next page!).



Front Row: Helen Jones, Nancy DeMoss Wolgemuth, Cheryl Brodersen, Pastor Brian Brodersen (Calvary Chapel/Santa Ana), Mary Jane & Ed Cannon, Angie Emma and Janine Nelson. Back Row: Peggy Campbell, Martin Jones, Robert Wolgemuth, Jim Sanders, Jennifer & Matt Perez, Lance Emma (GM-KWVE).

b Returning to SoCal after heading home from NRB to Alaska (!), **Tom Steigleman** (KATB-Anchorage) and wife, **Cathy**, stopped by to deliver a special gift to Leah—who, by the time *Update* is in your hands will have welcomed little Ezekiel to the family! Cutest onesies we ever saw!



c Hitchhiking a visit to Irvine while attending NAB, **John Sorensen** (Share Life Today) and **Jeff Givens** spent a day with the Ambassador crew, brainstorming EE's *Equip America* events, in partnership with stations nationwide.



Please meet . . .

It was such a delight to host **Jacob Atem** at Ambassador when he was recently in Southern California. A former “Lost Boy” (one of some 40,000 children orphaned by the Sudanese civil war in the 1990s), Jacob arrived in the USA at age 15, walking over 2,000 miles to find safety.

Earlier this year, Jacob was awarded the CCCU's Young Alumni of the Year, having studied at Spring Arbor University before founding the Southern Sudan Healthcare Organization and eventually earning a doctorate at the University of Florida.

His trip to Orange County was part of a California itinerary including speaking to Marines at Camp Pendleton about resiliency (hosted by Captain Chase Blekke whose long arms took the selfie!), then on to Stanford to participate in a panel on refugees.

If you would be interested in interviewing Jacob, please contact Peg@ambaa.com. As a donor to SSHO and a new good friend of Jacob, it'd be a delight to make that connection!



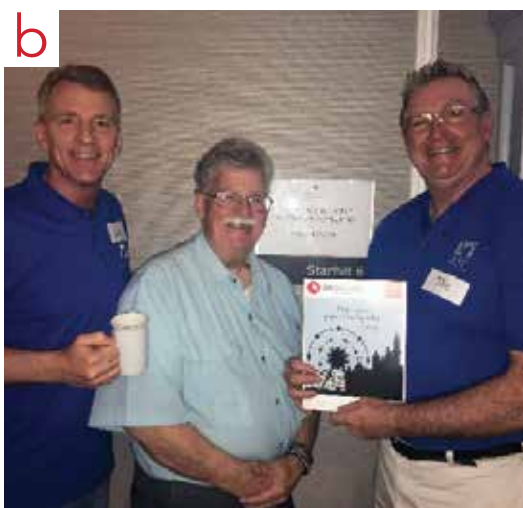
UPDATE IN HAND



a **Nancy DeMoss Wolgemuth** visits KWVE studios while in So Cal.

b All the way from *Malaysia!* That's **John Bethany, Gary Booker and Jim Daly** at "Focus on the Family's Asia Regional Conference" in Kuala Lumpur where they met with Associate Offices and Ministry Partners from China, Indonesia, Mongolia, Singapore, Taiwan, the Philippines and ... Malaysia!

c *Play ball!* It was gals' night out for this foursome at the Angels game—our own **Lee Ann Jackson, Jennifer Perez, Michelle Blood and sister, Maureen Beckman**. (The Angels won!)



COMING UP

MAY 1: **Bob Lepine** steps in to encourage pastors at [KKLA's annual appreciation](#) for ministerial workers (Anaheim CA).

MAY 2: For [National Day of Prayer](#) activities, **Pastor Carter Conlon** (*It's Time to Pray*) will be in Traverse City MI, hosted by WLJN-AM/FM.



MAY 12: **Happy Mother's Day!** And to help you salute moms, don't miss the toolkit at our website that includes graphics you can post and special programming (audio) options.

MAY 17-19: The Colson Center hosts its annual [Wilberforce Weekend](#) (Washington DC) with speakers including **John Stonestreet**, Star Parker, Rick Warren, Jackie Hill-Perry and others.

MAY 18: In Riverside CA, **Focus on the Family** presents [Wait No More](#), an adoption advocacy event at Harvest Christian Fellowship.

MAY 22-23: On the road again, **Carter Conlon** is in Washington DC to speak at the annual "[Watchmen on the Wall](#)" gathering held by Family Research Council.

GOOD READING THIS MONTH



Storming the Gates of Heaven: Prayer that Claims the Promises of God is new from **Anne Graham Lotz**. It's an adaptation of her bestselling book *The Daniel Prayer* that unpacks Daniel's prayer that moved heaven and changed a nation—one that even today can deliver on God's promises.

Only One Life: How a Woman's Every Day Shapes an Eternal Legacy shares insights from **Jackie Green** and daughter, **Lauren Green McAfee**, as they reflect on vivid portraits of women of the Bible (such as Esther and Mary Magdalene) and history (including Catherine Booth and Joni Eareckson Tada) who have made extraordinary impact.





Ambassador

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@AmbassadorTeam

#AmbassadorLife

Wait! Isn't that ...

He got his first job in radio at age 19 as a DJ at an MOR music station in Seattle—which came following similar work in high school and college! “In junior high, I built an ‘illegal’ radio station in the basement and used to broadcast to kids in my neighborhood!” Now that’s a guy who likes radio!

In the years since, **Dave Drui** has produced TV shows including writing comedy bits for a kids’ show—throwing pies and even appearing on it from time to time as different wacky characters. The path included time at TBN and serving as an anchorman on a financial news radio network.

In 1991, Dave went to work for Salem at KFX (San Francisco) ... but moved back to Seattle where he’s been at KGNW for the past 26 years as program/production director and morning host.

Too bad we can’t generate an *audio* edition of *Update*—you might just recognize Dave’s mellifluous voice as announcer for Jack Hayford’s *Living Way* for 34 years and now hosting *Living On The Edge* (Chip Ingram) and *Focal Point* with Mike Fabarez.



LOOK
BACK



What was the road that took you to where you are today? Share your story and photos with peg@ambaa.com.