



Ambassador

We Connect. Ministry and Media.

FEBRUARY
2020
UPDATE

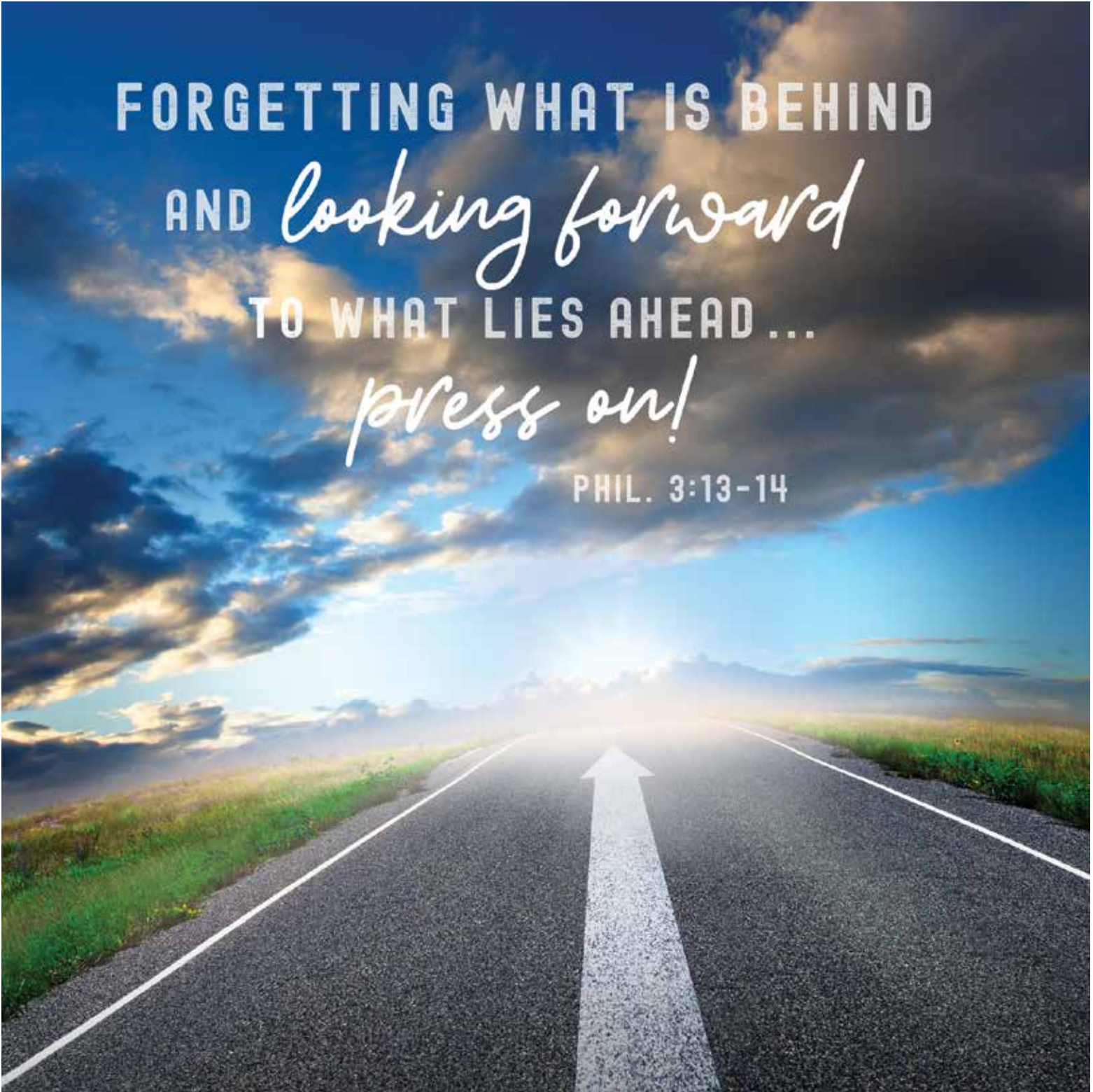
FORGETTING WHAT IS BEHIND

AND *looking forward*

TO WHAT LIES AHEAD ...

press on!

PHIL. 3:13-14



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FAMILYLIFE today

KKLA (Los Angeles) recently inducted **FamilyLife Today** into its station "Hall of Fame," honoring the ministry and its 27 year history of release on the station. Past recipients have included KKLA host Frank Pastore, *Insight for Living*, *Grace to You* and our very own Al Sanders.



May we recommend? **Revive Our Hearts** has developed a wonderful "30-Day Bible Reading Challenge" that can be used anytime. Designed to help cultivate the habit of daily Bible reading, the Challenge is one more in a series of resources that includes Prayer, Husband Encouragement, and "I Choose Truth."



Almost nine in 10 practicing Christians (88%) say that **generosity** is either *extremely* or *very* important to them, according to a Barna study commissioned by **Thrivent**. And this—only 13% of millennials give money on a frequent basis.

"Technically, What Can I Say?"

We often get questions from ministries who are new to Christian radio asking, "What can I say on the air?" Essentially, they want to know the permissible boundaries of:

- Mentioning their website
- Including their toll-free number or mailing address
- Asking for donations or financial support
- Offering a "premium" in response to their inquiry

There's a range of what stations deem acceptable. However, there are also universal principles which apply to both short features (typically 1:00) PSAs as well as long-form programs.

Whenever a program (short or long-form) is airing at no charge to the ministry (commercial or non-commercial license), there are some factors to consider:

1. You're receiving free air time. The station is giving you their most valuable asset in exchange for your programming. So make sure you have the best content available. That works to your, and the station's, benefit.
2. Most non-commercially licensed stations raise support directly from their audience. This means if you raise money on the air, you're competing with their audience for discretionary giving.
3. Commercial stations airing your program at no cost to you are giving up potential revenue. Make sure they know how grateful you are for that fact!

While there are FCC-mandated guidelines for non-commercial stations related to "commercial" speech, there are five variables which are all-important anytime the station is providing airtime at no charge. They are: **Frequency, Length, Intensity, Specificity** and **Personality**. The sum of these variables is what makes any message heard on air acceptable or not. Since you're in partnership with the station, we'd recommend you pay careful attention to each of these factors individually as well as the sum of the parts:

Frequency — How often is an offer heard on air? Once per week? Every day? Three times in the body of the program? If a PSA mentions a financial need once a quarter, that's probably acceptable. Every day is probably too often.

Intensity — How "in your face" is a request for support? Is it in response to a free offer or simply asking for support? How "demanding" is the request? Is it altruistic or guilt-inducing?

Length — How much time is spent asking? What percentage of the feature is spent talking about the financial need? The briefer the better.

Specificity — Are you asking for a specific dollar figure ("your gift of \$25") or just generally "a gift of any amount" or even more generically, "your support."

Personality — Who is asking? Any ministry headed by someone who's well-loved and winsome will be better received than a generic announcer.

Here's the point: Be sensitive to stations' need to meet FCC guidelines, but more importantly, be respectful of their gift of airtime to your ministry. PSAs are often not much more than an image campaign. See it as such without attention to the number of people who went to your website.

And when it comes to stations, maybe most importantly, don't forget to thank them for the gift of their time to your ministry!

Reaching Out



Nice to welcome **Robert Baltodano** back to SoCal when here for the holidays. Formerly at KWVE, Robert now manages The Bridge (Old Bridge NJ).



It's hard not to be happy whenever you're with **Joni & Ken Tada**—a fun SoCal outing to see *Frozen* or just great fellowship (here with Al & Margaret at AAA). It's always so encouraging!

Out of the Country



Thanks to **Luke Stephens** (GM at WAYR-Jacksonville FL and former FamilyLife staffer!) for toting a copy of *Update* on a trip to Italy—pictured here at the Colosseum.



Meanwhile, **Martha Root** (GM at WCIF-Melbourne FL) was back in Rio de Janeiro, sharing the latest news with her cab driver, and good friend, Marcello who she met nearly twenty years ago. Martha has made regular mission trips to Brazil since her first time in 1988!

NRB 2020 *Highlights*

From start to finish, we know NRB '20 will be packed with opportunity for encouragement and inspiration. Here are a few reasons for that confidence!

●●● HEAR, HEAR! ●●●



Opening Plenary Session (Tuesday PM): Hear **Don Stephens**, president of Mercy Ships and voice of *The Mercy Minute*, share some of the incredibly exciting updates from the ministry—including the launch in 2021 of a new ship.

The Lord has remarkably provided full funding for the ship ... but now the need is to raise up the crew that will support the medical work onboard and in port. And to raise up those who will pray for the work that will be the *Global Mercy's* effort.



Closing Banquet (Friday PM): Hear **Anne Graham Lotz** (*Daily Light for Daily Living* and *Living in the Light*) as the keynote speaker for the Convention closing. Having navigated the cancer journey recently, Anne speaks powerfully about leaving a godly legacy.

Her most recent book, *Jesus in Me: Experiencing the Holy Spirit as a Constant Companion*, underscores the work of the Person of the Spirit who is a vital member of the Trinity in our lives.

●●● CONGRATULATIONS! ●●●



This year recognition will be given twice at NRB to **Focus on the Family** with awards for Radio Program of the Year to *Adventures in Odyssey* and "Most Innovative Digital Method" to the Bring Your Bible to School campaign.



The annual "Chairman's Award" will be given to **John MacArthur** at the Friday PM Gala, recognizing lifetime accomplishment in addressing the moral and spiritual needs of the nation in an exemplary manner. Past recipients include Billy Graham, Chuck Colson, Alveda C. King and others.

NRB 2020 *People*

The Ambassador team is *looking forward* (per the theme for NRB '20!) to connecting you with speakers attending this year. Contact marketing@ambaa.com for interview & meeting requests!



Callie Briese



Jim Daly



Steve Douglass



John Fuller



Jim Garlow



Mark Green



Adam Holz



Bob Lepine



Brad Mattes



Jonathan McKee



Barry Meguiar



Charles Morris



Adriel Sanchez



John Sorensen



Don Stephens



Joni Eareckson Tada

●●● SEE YOU THERE! ●●●

Jon Wallace

His hero celebrates a birthday this month (hats off to Mr. Lincoln!)—and he does as well—so it's the perfect time to share recommendations from our good friend **Jon Wallace**. Part of the Azusa Pacific University community for more than 40 years, Jon led as president for nearly two decades. I heard Jon's wisdom in many settings beyond the boardroom, especially in Chapel and in the classroom (a Senior Seminar in Business Ethics each Fall). He and wife, Gail (pictured), enjoy sharing that wisdom now with their eight beautiful grandchildren. — *Peggy Campbell*

You can connect with Jon at jwallace@apu.edu.



1 **Life Together (Dietrich Bonhoeffer)** | Insightful and grounded understanding of Christian community crafted by Bonhoeffer while he was living in an underground seminary during Nazi leadership in Germany. This book has shaped how I think about my own accountability to community.

2 **A Long Obedience in the Same Direction: Discipleship in an Instant Society (Eugene Peterson)** | Peterson's book brings clarity to the journey of discipleship as he unpacks the Psalms of Assent. I have used this book for many years as an introduction to the discipleship process with college students.

3 **Telling the Truth: The Gospels as Tragedy, Comedy, and Fairy Tale (Frederick Buechner)** This small hardback book was a constant companion for me in the late 1970's and early 1980's when backpacking and peak climbing in the Sierra Nevada Mountains. My fellow hikers/climbers passed it around the campfire and read key passages on distant mountaintops.

4 **Out of Solitude: Three Meditations on the Christian Life (Henri J. M. Nouwen)** | Nouwen's books fill a shelf in my office. As a certified introvert, I find a kind of courage from Nouwen's reflections on three moments in the life of Christ. This is another favorite that is often tucked into my

backpack when heading into the backcountry.

5 **Team of Rivals: The Political Genius of Abraham Lincoln (Doris Kearns Goodwin)** | In my opinion one of the best books on Lincoln's leadership and character. Kearns Goodwin is perhaps one of America's greatest living historians. In this book she recounts how Lincoln built his cabinet with brilliant and courageous men that had previously been political rivals.

6 **Leadership Prayers (Richard Kriegbaum)** | Dr. Kriegbaum is a former Christian University president with a deep understanding of the importance of prayer in the life of a leader. Divided into 30 prayers focused on specific areas where leaders face challenges, this is one of my go-to resources for a dose of daily inspiration and meditation on critical decisions I'm facing.

7 **God Is No Fool: Ninety-Nine Acts of Communication with God (Lois A. Cheney)** | I discovered this book many years ago when I first began working with college age students. Cheney's words ring true with those looking for insight without banalities, and truth that reaches across the generations.

8 **You Gotta Keep Dancin' (Tim Hansel)** | I wandered the backcountry with Tim, a gifted

teacher of things both physical and spiritual. He helped to found the Walkabout wilderness program at Azusa Pacific, and in so doing opened the door for many college students to experience the wonder of authentic Christian community. This book was written after a terrible climbing accident left him with permanent and nearly disabling pain.

9 **How Now Shall We Live? (Charles Colson and Nancy Pearcey)** | Early in my tenure as the president at Azusa Pacific I gave this book to all of our employees. Colson and Pearcey clearly articulate a compelling Christian world view and provide a roadmap for Christ followers in light of these truths. I have pointed others to this resource when asking the questions: who am I, what is my purpose, what is truth?

10 **My First Summer in the Sierra (John Muir)** | In 1869 John Muir, the great naturalist, spent his first summer in the Sierra. This book comes from the journal he kept that summer. When first published in 1911 it proved to be a primary driver in helping the American people embrace the preservation of our great outdoors including treasures such as Yosemite and Sequoia National Park. A ragged copy has accompanied me on a number of Yosemite backcountry trips.

What's one book everyone should read?



One of the most powerful books that I have read recently is ***Not a Fan*** by Kyle Idleman. This book gives believers a powerful reminder to be fully engaged in living out our faith. Kyle invites us to take a serious and honest look at our relationship with Christ. Jesus wants fully committed followers, not fans sitting on the sidelines.

**There is also a very powerful small group Bible study available to accompany the book!*

Marcy Rinehart
Station Manager
WNZR-FM (Mount Vernon, OH)



CS Lewis — ***The Great Divorce***. I found this to be a fascinating read regarding our sin nature, heaven, hell and the choices people make.

Greg Myers
General Manager
KCFY-FM (Yuma, AZ)



I make it a point to read ***A Christmas Carol*** each Christmas season. Dickens' imagery and vivid descriptions of both physical and emotional landscapes alone make it a great read. Beyond that, it's a tale of bitter loneliness, anger, and sin. The spectres hold a mirror to Scrooge's face and reveal to him what he really is. The connection to Calvin's first use of the Gospel is unmistakable. The final result is a complete transformation from inside out. Scrooge is pursued by Spirits which he initially resists and is regenerated into a completely new creation by virtue of that pursuit. There's a second remarkable comparison to the Christian experience. Finally, Dickens puts the Gospel in the mouth of a child, of course. Tiny Tim says that, while in church, he hoped that he reminded people of the One who makes the lame walk and the blind see. It's a compact presentation of the Gospel in the form of a great Christmas story.

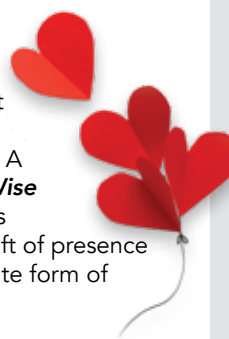
Chris MacCourtney
Operations Vice-President
Salem Media Group (Detroit, MI)

"In the case of good books, the point is not to see how many of them you can get through, but rather how many can get through to you." – Mortimer J. Adler

FEB 3: Welcome Adam Holz, Jonathan McKee and Kristin Smith to an all-new ***Plugged In*** daily guide designed to help families rightly navigate the world of popular entertainment.

FEB 8: At **Museum of the Bible**, "A Balm In Gilead" features the Fisk Jubilee Singers and Howard Gospel Choir—and one last opportunity to view the Slave Bible before its return to Fisk University.

FEB 14: Happy Valentine's Day! Don't miss our Tool Kit with resources for the day. A special series on ***Be Wise and Thrive*** also invites listeners to give the gift of presence and time as the ultimate form of generosity.



FEB 16: **Anne Graham Lotz** joins Keith & Kristyn Getty for a special evening at First Baptist Church (Jackson MI).

FEB 20-21: It's time for the annual Summit Revival Services hosted by Summit International School of Ministry, the Bible school of Times Square Church—Pastor **Carter Conlon** speaking (NYC).

FEB 25-28: See you in Nashville for NRB '20 (see pages 4-5)!

FEB 28-29: Speaking at MAVEN, **John Stonestreet** is in Santa Ana CA for the conference with the goal of "helping our kids navigate a world of screens."

Across the country, same dates, **Nancy DeMoss Wolgemuth** joins husband, Robert, in speaking several times at the "Teach Them Diligently" Homeschooling conference ... at Opyland!

FEB 29: **John Sorensen** and team are in Fort Lauderdale for the year's first ***Equip America*** event, held at Coral Ridge Presbyterian Church.



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#AmbassadorLife

Wait! Isn't that ...

LOOK
BACK

This UC-Santa Barbara grad didn't move far for his first stop with Salem when he joined the team at KDAR in Oxnard. Apparently, he was so enthusiastic about radio as a career, he was chosen to promote just that at the Ventura County Fair! ☺



But the "Big City" beckoned and **Terry Fahy** eventually was invited to lead the team at KKLA-FM (Los Angeles), ultimately serving as Regional VP with oversight of four facilities in the metro where he has been for 38 years.

Terry and his wife, Cindy, are highly engaged in their

local church where Terry serves as an elder. One of the "funnest" of fun facts about the couple is that they have two grown and married sons—twins ... and one of the twins has made the Fahys grandparents *four* times by delivering not just one but two sets of twins!

Glad to be your partner, Terry!



Make your flashback dreams come true. Send in your "way back when" photo to peg@ambaa.com.