



Let us not lose *heart* in  
*doing good*,  
for in due time we will *reap*  
if we do not grow weary.

Galatians 6:9



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## DID YOU KNOW?



Join Rosemary and **Jim Garlow** later this year when they host a trip to [Oberammergau](#) for the once-every-decade internationally renowned presentation of *The Passion Play* which is a tradition of nearly 400 years.



Congratulations to **Michael Horton** (*Core Christianity*) whose book, [Justification](#) was chosen by Christianity Today in their top picks for “the books most likely to shape evangelical life, thought, and culture” in 2020.



This year, **Thrivent** (*Be Wise and Thrive*) was named one of the “World’s Most Ethical Companies” by the Ethisphere Institute. Their core values include these beliefs: All we have is a gift from God; We are expected to be wise stewards of these gifts; Generosity is an expression of faith.

## TECH UPDATE FROM JIM SANDERS

We’ve said for decades that, of all media, **radio is the most intimate**. While television is often viewed with others, people typically listen to radio by themselves. They form a relationship with the speaker.

Radio has the ability to construct the most elaborate stage in the theater of the listener’s mind. It’s their unique and personal set. Radio is also unique in that your ears hear one thing, but your eyegate is absorbing unrelated information.

In a recent Radio Ink article, Rush Limbaugh agreed that radio was the most intimate of all media. He said, *“I’m talking about relatability, bond of connection... It’s just the best if it’s done right, and it’s because you’re not watching anything at the same time that’s distracting you...the intimacy that radio can cause to happen also enhances persuade-ability...because it’s in that intimacy that you develop the trust and the believability, hopefully, that the audience invests in you.”*

I certainly agree with Rush. But for me, **the magic of radio is amplified by the “proximity effect”—both figuratively and literally.**

In the audio world, “proximity effect” (also known as “bass tip”) refers to the way directional microphones behave as the speaker nears the microphone capsule. There’s a natural boost in the low frequencies—could be 12-15dB or more—as the transducer nears the speaker’s mouth. Often, **radio announcers use the proximity effect to their advantage**. It adds a sense of gravitas and depth to their voice since it boosts lower frequencies. Average announcers like me used proximity effect to our benefit in our early days. What we lacked in a “radio voice” could be gently helped by working the microphone close. The result was both a little more bass, but a lot more sense of intimacy.

Musicians often take advantage of this physical property. A great example of this is Norah Jones’ *“The Nearness of You.”* (How appropriate.) Take a listen via Google. You can tell she’s right on top of the mic. Her voice has no reverb, and that natural, close-in, dry vocal makes her sound even more intimate. It’s perfect for that song. There’s a psycho-acoustic closeness in her music.

But there’s also a practical and literal closeness to radio. For instance, **Rush Limbaugh speaks into a microphone that’s probably 3-6 inches from his mouth**. That signal eventually returns to sound waves that only travel from a car speaker to the listener’s ear. Removing the transmission path, psycho-acoustically, those sound waves have traveled less than three feet. Now I would wager to say **any conversation you were having with someone less than three feet away is close!**

So radio’s intimacy is reinforced by the microphone placement. And that’s why I **so recoil at enumerable podcasts and broadcasts which feature an interview with a person who’s using a laptop microphone**. It sounds like they’re on another planet. And in my mind, they might as well be because we’ve eliminated an important part of the way audio productions should sound.

Here’s the bottom line: if you’re recording interviews with others at a distance, **how about buying a few USB headset microphones?** They don’t have to be expensive or difficult to install because I’d rather have an average microphone recording a voice close-up over any laptop microphone. Spend the money. It’s worth the investment.



# Life Issues

## SANCTITY OF LIFE SUNDAY January 19

### *Every Life Matters: The Truth About Down Syndrome*

In an all-new special for airing this month, **Brad Mattes** interviews special guests for a very personal and powerful reminder of the *value* of every human life. Participants include Shauna Amick (Joni and Friends), Katie Shaw (an active self-advocate for Down syndrome), and Karianne Lisonbee (Utah legislature).

Brad serves as President of Life Issues Institute and is the voice of the daily 1:00 *Life Issues* feature heard on more than 1200 outlets nationwide.

**Length:** 26 minutes

**Available:** Amb-OS and FTP

**Contact:** Lee Ann Jackson at AAA



# FamilyLife



## NEW THIS MONTH FROM FamilyLife!

### VERTICAL *Marriage* SMALL-GROUP STUDY

In a five-week series intended for small group study, **Dave & Ann Wilson**, heard daily on *FamilyLife Today*, help couples learn the secret to a healthy marriage—if the *vertical* relationship with God is put first, the *horizontal* relationship between spouses will follow.

Biblical, relatable, humorous—and personal (just like each day's broadcast!), videos and guides for dynamic group discussion create optimum impact. For more details, check the FamilyLife website.





## NEW TO THE TEAM

Join us in welcoming **Nate Bedson** to the team at Ambassador, assisting in both production and technical operations. Actually, wearing multiple hats isn't new to Nate, having recently returned to the USA after serving in Ireland for over four years as a missionary in pastoral work and as a Bible college director.

Married to Abby, the family includes three young children. Oh, and a father (Tom) who also happens to work at Ambassador in similar service!

The Bedson family attends Calvary Chapel (Costa Mesa) where the spiritual journey for their family began long ago. Welcome, Nate!

## AS SEEN ON THE COVER

Annually, beginning in the Fall, our staff participates in recommending a verse for the next year—then a company-wide vote to select first choice. This year, **Galatians 6:9** was the powerful reminder we're putting into view through 2020!



Last month, **JONI EARECKSON TADA** was honored as the inaugural recipient of the "**Sing! Lifetime Achievement Award**" presented by Keith & Kristyn Getty whose commitment to modern hymnody in worship has been such an encouragement to thousands of believers. They were joined by Vice President Mike Pence and Second Lady Karen Pence at the sold out event in Washington DC. "No one has inspired us more in how singing beautifully and critically binds life and faith together than Joni Eareckson Tada" said the Gettys. We say ... Amen!

This month, **MAX LUCADO** will mark a **milestone birthday** when the cake comes out on January 11. While he has faithfully served the people of Oak Hills Church (San Antonio TX) for more than 30 years, the outcome of that commitment has been the publishing of more than 40 best-selling books—content also heard daily in the popular *UpWords* 1:00 feature. One thing about turning 65 is that it goes along with reaching the age of grandparent status—which Max and his wife, Denalyn, are to two little ones. Best wishes on this special birthday, Max!





# plugged in

Now more than ever we need a trusted voice dedicated to shining a light on the world of popular entertainment.

That's why, as Bob Waliszewski steps into his next season (retirement!), we're pleased to introduce not one, but three new voices for the **Plugged In** radio feature starting February 3. Each day, Adam Holz, Kristin Smith, and Jonathan McKee will continue to bring your listeners the same authoritative look from a biblical worldview into the world of music, video games & apps, TV shows, and movies — both streamed online and on the big screen.

Give families the essential tools they need to understand, navigate, and impact the culture in which they live!

> New and existing *Plugged In* station partners are encouraged to visit [ambaa.com/plugged-in](http://ambaa.com/plugged-in) to sign-up for feature customization.

Intriguing new voices.  
Same insightful content.



**ADAM HOLZ** leads the *Plugged In* team as Focus on the Family's Director of Media and Culture and is a frequent radio guest on timely entertainment topics.



**KRISTIN SMITH** joined *Plugged In* in 2017 and serves as an editor for *PluggedIn.com*. She and her husband, Eddy, love raising their son, Judah.



**JONATHAN MCKEE**, a Focus on the Family Associate, has over 20 years of experience in youth ministry and offers wisdom to parents and youth leaders.

\* Meet the new team at NRB!



# John Scaggs



Long-serving as a member of the **WAY-FM** Board, John Scaggs stepped into the CEO role in August 2017. That appointment came after long involvement in the broadcasting industry—and our own privilege at Ambassador to work with him in the course of development of Amb-OS. We're grateful for his deep thinking—and friendship in ministry, along with wife, Cathy!

*I have dyslexia. For that and other reasons, I am an unlikely person to be labeled well-read. I did not pick-up my first book for pleasure until later in life than most. But here I am. One who loves to read. To narrow this list to 10 is like asking me what finger I can live without or to pick between my four offspring. But, I will share the best of the best.*

**1 Soul Keeping: Caring for the Most Important Part of You (John Ortberg)** | What exactly is the soul? Do you think you know? John challenges much of what I thought about the subject. This book haunts me and calls me to change. I hear a still small Voice inside of the pages.

**2 Building a StoryBrand: Clarify Your Message So Customers Will Listen (Donald Miller)**  
A lot of marketing philosophy is nonsense. Miller shows how effective marketing is a good story – where the customer sees themselves in the narrative and wants to join.

**3 Mere Christianity (C.S. Lewis)**  
I am going thru this book now for the 5th time. It helps me each time to see how amazing God is and equips me to apply the gospel to my heart and share it with the world around me.

**4 Faith Among the Faithless (Mike Casper)** | The book helps answer the question, can Christianity survive a secular age? Mike unpacks the book of Esther in ways you've never seen it before; helping the reader avoid the two extremes as an exile in a foreign land – assimilation and separatism.

**5 QBQ! The Question Behind the Question (John G. Miller)**  
If you liked *Who Moved My Cheese*, this book applies that truth. You will practice personal accountability in work and life after reading this book.

**6 Crazy Busy: A (Mercifully) Short Book about a (Really) Big Problem (Kevin De Young)**  
Proverbs 14:8a says "the wisdom of the prudent is to give thought to their ways." You might think this is a diet of more time management tips. Kevin uses biblical tools to get to what really matters.

**7 The Prodigal God: Recovering the Heart of the Christian Faith (Tim Keller)**  
We call the story the prodigal son. Keller flips the script to speak to the core issue those of us who have followed Jesus for a time – the risk of entitlement thinking.

**8 The Ideal Team Player: How to Recognize and Cultivate the Three Essential Virtues (Patrick M. Lencioni)**

After reading and applying this book, I hire better because I know what to look for – what matters.

**9 The Peacemaker (Ken Sande)**  
Conflict is a part of life. This book helps you better understand its roots and overcome it with applied theology. As volunteers, my wife Cathy and I are teaching a class thru CRU at the Air Force Academy to help cadets apply peacemaking to life in conflicts great and small.

**10 Compassion without Compromise: How the Gospel Frees Us to Love Our Gay Friends Without Losing the Truth (Adam T. Barr & Ron Citlau)**  
Short of a sovereign miracle, same gender attraction and sexual dysphoria are with us to stay. Are you ready to live in this world and love well? This book's truth and beauty helps me face this issue. Both men are pastors. Ron has a personal journey from same-sex attraction and sexual brokenness to healing. He has street cred like Rosaria Butterfield or Dr. Preston Sprinkle.

*Many feel guilt from not reading, as they know they should. If this describes you, let me ask you, what holds you back? Call or write me so we can talk through your story and see the path to a better place: 719-955-4633; john@wayfm.com.*

# ALL ABOUT JONI AND FRIENDS



182,635 wheelchairs distributed through Wheels for the World



17,276 families have attended Family Retreats at 593 locations



448 people have found spiritual healing from war at the Wounded Warrior Getaway



843 interns have participated in the Cause 4 Life internship program



22,870 people receive daily devotionals from Joni



1,800 people have attended The Christian Institute on Disability



1,200 total outlets airing the daily 4:00, Joni and Friends  
680 total outlets airing the daily 1:00, Diamonds in the Dust

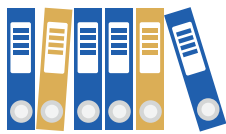
37 years on radio

## MORE ABOUT JONI

Top 5 Favorite Hymns:

- 1 Man of Sorrows
- 2 I'd Rather Have Jesus
- 3 Great Is Thy Faithfulness
- 4 O The Deep, Deep Love of Jesus
- 5 My Faith Looks Up to Thee

- 1967: Diving accident paralyzes Joni
- 1979: The Joni Movie is released
- 1979: Joni and Friends is established
- 1982: Joni begins recording for radio



50 books authored  
Translated into 38 languages  
Over 5 million sold



Joni marked 52 years in a wheelchair in 2019

# COMING UP

**JAN 6:** In Austin TX, **John Stonestreet** (*BreakPoint*) speaks at the Regents School.

**JAN 16:** Pastor **Carter Conlon** (*It's Time to Pray*) heads West to encourage pastors and leadership at three Ukrainian churches (Oregon and California).

**JAN 21:** **Joni Eareckson Tada** speaks at Calvary Chapel (Santa Ana) on behalf of KWVE's Pastor's Disability Conference.

**ALL THIS MONTH** two special exhibits continue at **Museum of the Bible**: "A Fence Around the Torah" and "Inventors of the Alphabets." That's in addition to the other events and permanent exhibits that have put the museum on the list of "Fodor's Best Museums in DC"!

## NRB 2020 COMING TO NASHVILLE?

Please be on the lookout for an invitation to meet one-on-one with these speakers during NRB '20!

*Callie Briese*  
*Jim Daly*  
*Steve Douglass*  
*John Fuller*  
*Jim Garlow*  
*Adam Holz*  
*Bob Lepine*  
*Brad Mattes*  
*Jonathan McKee*  
*Charles Morris*  
*Adriel Sanchez*  
*John Sorensen*  
*Don Stephens*  
*Joni Eareckson Tada*

*Representing Ambassador, connect with our team attending NRB for interviews, meeting set-ups and more: Hannah Bare; Michelle Blood; Katie Burke; Lee Ann Jackson; Kari Medina; Charley Mefferd; Jennifer Perez.*

**Questions for the Amb-OS crew?** Make plans to see Dick Becvar or Charley Mefferd at NRB this year!



# Ambassador

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#AmbassadorLife

## Wait! Isn't that ...

### LOOK BACK

It was in the fall of 1972 when this young man started to work in radio at KJRG/ KOEZ (Newton KS), owned by Basil Anderson. (Today the frequencies are part of the Bott Radio Network.) It was part of a cooperative education program at Hesston College where **Bob Ulrich** was attending—and he got both credit and \$2.20 per hour for the job!

Today, Bob and his wife, Kay, serve at WPEO (Peoria IL) where they've been for more than 30 years, operating an AM with two FM translators. And, when they aren't leading at the station, they are roasting their own coffee brand—*Just Beans*. (Over 40 flavored coffees join the list of "single origin" and blends—all highly recommended by our team.) Two of the most cheerful people in Christian media, we are grateful for your friendship, Bob & Kay!



Make it a goal for the New Year to send your vintage photos to [peg@ambaa.com](mailto:peg@ambaa.com).