

For the week of:

**03 | 23 | 20**

*On This Day...*



**MONDAY 3/23**

In 1839, the initials "O.K." enters the national vernacular when it was published for the *first time* in the Boston Morning Post. "OK" has become one of the most universal terms in the world.

**TUESDAY 3/24**

There's no denying it—cheesesteaks are downright delicious. So for *National Cheesesteak Day* roll up your sleeves and make your own or order takeout from your favorite local spot.

**WEDNESDAY 3/25**

Well, since we covered a lunch/dinner idea yesterday, we can't leave out noting that it's *International Waffle Day!* After all, breakfast is the most important meal of the day, right?

**THURSDAY 3/26**

*Epilepsy Awareness Day* has become known as "Purple Day," encouraging people to wear the color to increase awareness of the condition. Spread the word on social and use #purpleday.

**FRIDAY 3/27**

It was 1965 when the Motown hit by The Supremes "*Stop! In the Name of Love*" went number one on the Billboard pop singles chart. For #flashbackfriday turn on some Motown.

**DID YOU KNOW?**

- According to an article published from *Nielsen* on 3/16/2020, the recent uptick of consumers being forced indoors during this Coronavirus crisis can lead to almost **60% increase** in the amount of content we watch. Considering that consumers around the globe are already leaning into the growing array of content options and channels, a 60% increase is significant.
- In a recent interview, Erica Farber, President & CEO of Radio Advertising Bureau noted the importance of relationships. She said "relationships matter more than ever" and suggested these **3 things: Be Proactive, Change the messaging, and Communicate frequently.** Read the full blog at [radiomatters.org](http://radiomatters.org).

**IN OTHER WORDS...**

"Memorizing the Bible is most important. 'Thinking God's thoughts' will take the place of worried, anxious concerns."

– **Billy Graham**



"Out of clutter, find simplicity. From discord, find harmony. In the middle of difficulty, lies opportunity."

– **Albert Einstein**

**Weekly Verse**

"Don't just pretend to love others. Really love them. Hate what is wrong. Hold tightly to what is good. Love each other with genuine affection, and take delight in honoring each other. Never be lazy, but work hard and serve the Lord enthusiastically. Rejoice in our confident hope. Be patient in trouble, and keep on praying."

Romans 12:9-12 (NLT)

**With You in Mind**

As part of our service to you, we're pleased to present an assortment of tools for use both *on air* and *online*. We invite you to access our latest Tool Kit in response to the Coronavirus. To date — we have compiled 50+ resources with you and your listeners in mind. We are updating it daily. You'll find special short features by our broadcasters like *Joni Eareckson Tada, Brad Mattes, Steve Douglass and MORE.* Visit our website at: [ambassadoradvertising.com/station-tool-kits/?open=4](http://ambassadoradvertising.com/station-tool-kits/?open=4).

