



Ambassador

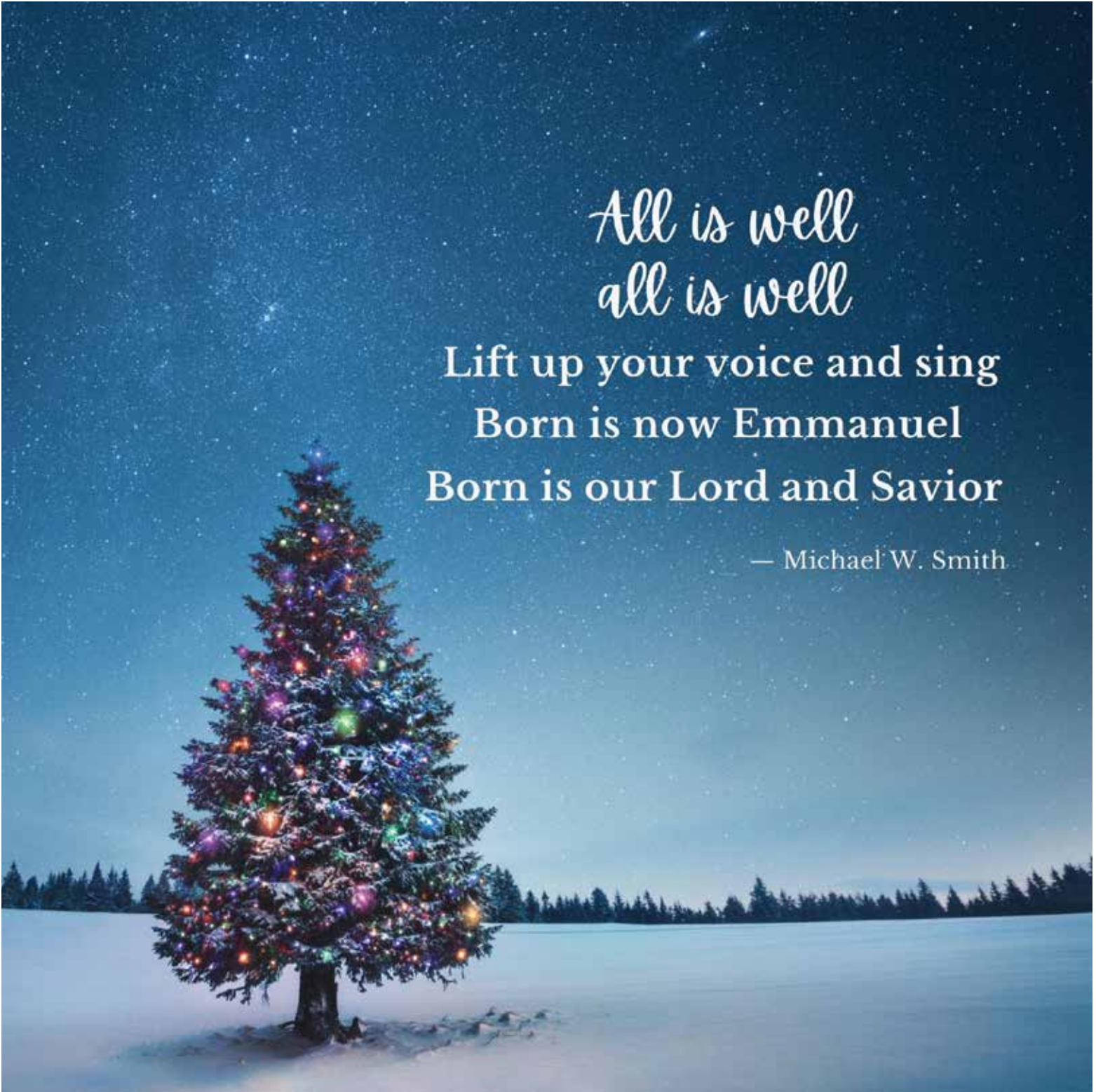
We Connect. Ministry and Media.

DECEMBER
2020
UPDATE

*All is well
all is well*

Lift up your voice and sing
Born is now Emmanuel
Born is our Lord and Savior

— Michael W. Smith



INSIDE

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2020 in Review

TECH UPDATE



AOIP

In spite of the year we've had, 2020 marked the official launch of our Audio Over Internet Protocol (AOIP) network. It's been in the works for a couple of years. It replaces a matrix of patch bays and parallel wiring.

Thanks in large measure to the help of Ken Van Prooyen, we've had very few challenges to hurdle! We have a very complex plant which requires the coordination of backup files in hot standby, incoming live IP feeds and pre-recorded programs of various sorts. It's been the perfect solution for our multifaceted digital routing and signal processing needs. Thank you, Ken!

NEW PROGRAMS

We're always delighted to increase the size of our Amb-OS family. This year we've been thrilled to welcome 12 new programs:

- Abide Minute*
- Awesome Science Radio*
- Every Man a Warrior*
- Everyday Matters*
- God Centered Life*
- Learn the Bible in a Year*
- Momentos de la Creación*
- Moving Forward*
- Pray First*
- Teach Kids!*
- Wisconsin Family Minute*
- Wisdom for the Heart*



AMR-200 DEVELOPMENT

Discussion and research started five years ago on a next-generation Amb-OS receiver. And this year we've "gone live" in some ways. 2020 marks the year we transitioned from theory to practice; from concept to hardware. As we speak, a variety of code writers are piecing together the elements necessary for our AMR-200 to be deployed with the same features as the tried-and-true AMR-100. The receivers operate compatibly.

PLYMOUTH ROCK LIVE

While the number of live events (and their corresponding live broadcasts) have diminished this year, we distributed the worldwide prayer meeting for our country. It emanated from Lot One in Plymouth Rock, the likely spot of the very first prayer meeting and Thanksgiving. What a joy to join Pastor Carter Conlon and a host of Christian leaders asking for God's grace to continue to shine on America.



Special content for this special season . . .

Christmas:

"Does Your Heart Have a Door?"

In a unique consideration of the familiar Luke 2 passage, Carter Conlon calls attention to the closed door at the inn juxtaposed with the open manger scene of Jesus' birth, reminding us the importance of an open heart to welcome the Savior. Carter's daughter, Kate Hughes, joins her dad to help underscore a special *family* feeling to this all-new Christmas half-hour.

New Year's:

"Searching for Old Truth in a New Year"

Once again, Carter Conlon has created a special consideration at the beginning of a new year—one that ought to be anchored by the truths of Scripture if we are to manage anticipated upheaval continuing. Scripture focus is Ecclesiastes 1:9 and the reminder that we can learn from the lessons of King Solomon and others, leaning on His truth.

And more:

Focus on the Family (classic radio specials):

A Christmas Carol
Adventures in Odyssey
Christmas Marathon
Christmas Stories
Christmas by Injunction & Shoemaker Martin

Life Issues (Brad Mattes):

Christmas: The Gift of Life, the Gift of Love
(special series for the 1:00 feature airing December 21-25)

Haven (Charles Morris):

Veiled in Flesh: The Christ of Christmas
(new 54:00 radio special)

Revive Our Hearts:

Anna: The Woman Who Welcomed Christ
(special series airing December 17-24)

Note:

Be sure to monitor the A-LIST email from Ambassador every Friday where updates on holiday programming will be noted. You can also find information at our website under *Special Programming* or contact Kari@ambaa.com.



2020 MINISTRY IMPACT

>>>> YEAR IN REVIEW

Who would have imagined as we ended 2019 what the next 12 months would hold for all of us. Despite the challenges of Covid-19, organizations not only stayed at the helm of program production but were creative in exploring other ways to continue to provide Kingdom impact. Here is just a sampling of those efforts!



Thanks to the virtual option, **ANNE GRAHAM LOTZ** fulfilled all speaking engagements that way since March. She notes: *"Added to my speaking schedule were several invitations that came with only a few weeks' notice. One of the most special opportunities was to address the Jerusalem Prayer Breakfast by video. As I looked into the camera, in my mind's eye, I could see the faces of old and new friends who had been before me two years ago."*

While his voice continues on the daily *Making Your Life Count* feature, it was a significant year for **STEVE DOUGLASS** who stepped down as president of Cru. A new leader was appointed in September as Steve Sellers took leadership for the organization.

An outgrowth of his heart for the weary of this world, **MAX LUCADO** initiated a series of daily Facebook LIVE check-ins with friends of *UpWords*. Obviously, while the virus was unknown when at work on the series, his *You Are Never Alone* radio special was a timely Fall release.



FOCUS ON THE FAMILY's original plan for a national 5-city simulcast was upended, but that didn't stop the ministry from getting the pro-life message to hundreds of thousands with the *See Life 2020* virtual event and a pledge now signed by over 165,000 people. Also, in a significant shift from what was scheduled in April, the audio team recorded brand new broadcasts to serve families during the pandemic with special guests including the U.S. Surgeon General.

He had no crystal ball but **BRAD MATTES** sensed this would be a significant season for the Supreme Court. The Life Issues special *Court Is In Session: Life Hangs in the Balance* was produced just weeks before the death of Justice Ruth Bader Ginsburg and the coinciding national attention on SCOTUS.



Just as the pandemic began to hit full force, another major shift occurred as *Core Christianity* welcomed veteran **BILL MAIER** to the team, anchoring the program with **PASTOR ADRIEL SANCHEZ**. Still on the near horizon is the second step—going LIVE daily with the broadcast. (And who can forget the image of Pastor Adriel social distancing while preaching in a parking lot from atop his jeep—all things to all people!)



At **JONI AND FRIENDS**, the pandemic and inability to “do ministry as usual” meant a strategic shift in efforts. The ministry has just announced the development of a number of new initiatives that will allow the organization to continue its mission even in the midst of current realities. And, of course, recording never stops!

His journalistic background never far from mind, **CHARLES MORRIS** initiated a daily 1:00 series at the start of the pandemic. Titling the series “Faith Not Fear,” the daily update provided perspective on Covid developments while *HAVEN Today* featured more in-depth and timely input relative to the virus.



In the midst of the pandemic, **EVANGELISM EXPLOSION** produced online Gospel training at ShareLife.University. This allowed the ministry to provide free online training for people to learn how they can effectively share their faith in socially distanced times. This online platform has been used exponentially throughout 2020, with more than 10,000 students across all the courses.

It probably wouldn’t have been the plan had the future been known, but 2020 saw the monumental move of **FAMILYLIFE** headquarters from Little Rock to Cru facilities in Orlando FL—while never skipping a beat on-air! With “Weekend to Remember” events cancelled, one alternative to continue providing help to families became “Friday with the Wilsons” (Dave and Ann) on all the FL web and social platforms.

With prayer as his constant focus, **CARTER CONLON** saw the occasion of the 400th anniversary of the founding of our country as opportunity to call for prayer right from the place of the nation’s beginning at Plymouth Rock. The virtual event included more than 50 praying friends representing every facet of American culture and was viewed by thousands globally. (See page 2 for more)



While industry stood still in some quarters, work has continued vigorously on *The Global Mercy*—a new fully-funded hospital ship that will serve the **MERCY SHIPS** mission to bring hope and healing to the world’s “least of these.” The ship will officially set sail sometime in 2021. (Volunteers, very welcome!)

As **JOHN MACARTHUR** preached at Grace Community Church, *Grace to You* listeners heard those timely messages inserted into the schedule (ten times in eight months which was a record number for that). Over the months of 2020, the ministry’s social media platforms have grown substantially in engagement as well.



At **REVIVE OUR HEARTS**, the awareness of needs was the catalyst for introduction of a daily videocast, *Grounded*. Hosted by Dannah Gresh and Erin Davis, the popular feature ran for 15 weeks—and has returned following a short hiatus. And our prayers continue for Nancy and Robert Wolgemuth in his personal journey in 2020 with a cancer diagnosis.

When restrictions on travel made it impossible to host a crowd for the first *Well Versed* summit in DC in September, the ministry pivoted to a larger audience virtually as **JIM GARLOW** and an outstanding line-up of speakers helped to equip believers in the midst of cultural upheaval.

WHAT A YEAR

Out of the ordinary

reflections from our team on the unexpected year of 2020

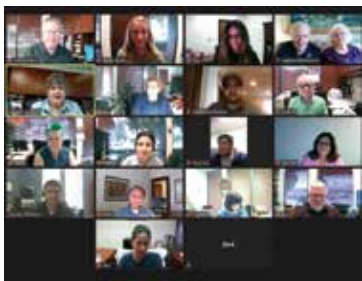


Virtually Speaking

DICK: We've historically met a group of church friends at a local restaurant on Sunday evenings for fellowship and catching up with each other's lives (in lieu of a regular Sunday night church service circa many years ago). After Covid forced cancellation of the restaurant trips we've done ZOOM calls for all that can get together to at least keep up the check-ins and fellowship.

KATIE: My dad started family ZOOM calls as a connection point for my Grandma, who turned 90 in June. Not one for much "fuss," she was grateful the pandemic forced a much smaller scale party than we originally intended (though we compensated with the biggest cake she's ever had!).

DIANA: What comes to mind for me is how much we have become dependent on virtual meetings. Before it was convenient. Now it is necessary so as to maintain proper social distancing. And they have actually become a blessing because Al and Margaret as well as Dick, Charley and Nate can participate. We can see them once a week rather than the few times a year.



Photorific

PEG: In the immediate shut-down days of the pandemic, sticking close to home afforded time for finally accomplishing projects long on the "to-do" list in the absence of dinner out, attending events, travelling for business. Have to say, it's exhilarating to finally thoroughly clean the garage, put all the paperwork at home into files and even organizing photos like this one.



SHERI: The most difficult part of the Covid lockdown for me was not being able to see some of my grandchildren. My 7 year-old granddaughter solved that by teaching me how to use Snapchat!

Wedding Bells



HANNAH: Navigating dating, during such unusual days, has been quite an adventure. Austin and I couldn't be more thrilled for this new season ahead!

JIM: Thrilled that my daughter, Kristine Sanders, was able to get married to Connor Restadius, even though a "drive through" ceremony. A formal celebration is planned for next spring.



who are these people?

Match the name to the face!

Get to know the Ambassador team at ambaa.com/our-team



Perseverance



MICHELLE: Never did I imagine the isolation my 88-year old mom would endure this past year because of Covid. Our family gatherings became nothing more than visits through a glass door with the occasional doctor visit (which we managed to extend so we get more time with her). It's been a challenging year but I've been reminded afresh how important it is to love and honor my mom and make each moment count.



JENNIFER: In a year full of highs and lows, expectations followed by disappointments, joy coupled with grief, I keep coming back to this photo as a reminder of our responsibility as believers and the hope we have in following Jesus. This was found near a popular walking path at The Strand in Dana Point, steps away from the beach.

New Endeavors



CHARLEY: This year afforded me the extra time to take on numerous projects around the house such as cutting back trees limbs, clearing brush, staining the fence and painting the dormer!

TOM: Spending more time at home due to the Covid restrictions, I grew to hate the really horrible wall paper in our guest bathroom. So with the extra time I stripped the walls, repaired the wallboard, replaced the baseboards, and painted.

NATE: This year has caused our family to learn to pivot in new ways. So, we transformed our garage from a storage space to a playroom extravaganza!



Stop & Start



JANI: My "shopping habits" have changed dramatically due to Covid-19. I used to stop in at Home Goods a couple of times a week on my way home but I haven't been in the store since February. I bet they miss me!

MARK: My daughter Summer caught the Triathlon bug from my wife Cathy. They both do 100 mile bike rides, runs, and weekly ocean swims.

LEE ANN: The year 2020 will be remembered for many things . . . including the Drive Through Graduation Ceremonies. My youngest, Rebecca, and her fellow 2020 high school graduation classmates learned early in life how to persevere through challenges we never anticipated.



JERY: I'm so proud of my son Jeffrey Lee who just completed his Eagle, which is the highest rank in Boy Scouts, during this time of Covid. Not many Boy Scouts finish, I'm thankful to God that he did!

KARI: Never in my wildest dreams did I imagine that ... A) I would give birth during a pandemic (What an experience that was!); B) One of my favorite places to go, the beach, would be closed by California state order.



Celebrations

what about you?



Send your "out of the ordinary" to peg@ambaa.com for a chance to win an unexpected (good) treat!



Ambassador

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@AmbassadorTeam
#AmbassadorLife

We've enjoyed sharing a look back on this most extraordinary year—undoubtedly, a memorable one for every person and for so many reasons.

But we also look forward to all that 2021 has in store—while much may remain uncertain, we trust the One who knew from the beginning the plan that will unfold in each of our lives.

So ... from all the Ambassador team ... thank you for the privilege of serving together.

We wish you a very Merry Christmas!

And we pray His richest blessing on the New Year ahead!

