



Ambassador

We Connect. Ministry and Media.

MAY
2021
UPDATE

"... a woman who
fears the Lord
is to be praised."

Proverbs 31:30



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DID YOU KNOW

"Glad You Asked: Answers to 10 Essential Questions" is a new booklet from **Revive Our Hearts**



that responds to ten of the most frequently asked questions directed to the ministry and **Nancy DeMoss Wolgemuth**. From "How can I be certain I'm a Christian" to "if God loves me, why am I suffering," concise yet robust answers offer biblical hope and further study suggestions. *If you'll send a note to Jennifer@ambaa.com, the ministry would be delighted to send a copy!*



GO21 is an effort to mobilize 100 million Christians to share the Gospel in 2021, with prayerful concentration during May leading up to Global Outreach

Day on May 29. Active in leadership is **Steve Douglass** of **Cru** in partnership with others globally.

Barry Meguiar is all about encouraging believers to move



others closer to Christ. But for those seeking Christ, there's a new website created by **Ignite** for the very purpose of helping someone take steps to eternal life. Check out and shareseekinggod.org for a tremendous resource!



Gather with leaders including **Jim Garlow** and others as they seek God's insight and heart for nations, and release His heart in

prayer, each Wednesday PM for the World Prayer Network. Info at worldprayernetwork.org.

NEW TO THE AMB-OS FAMILY!

We're so pleased to welcome these broadcasters to the more than 100 already released over Amb-OS each day!

Andrew Farley LIVE

If you're looking to help your listeners overcome fear, work through their battle with worry, or simply gain a greater grasp of the Scriptures, then check out **Andrew Farley LIVE** as he offers simple, straightforward, and accurate help for Christians looking to sink their teeth into the depths of God's grace.

Contact: Michael Certalic at Michael@AndrewFarley.org.



Salvation Army Today

From the icon organization, **Salvation Army Today** is a new one-minute update on Army work and news from around the world. Every Tuesday and Thursday new episodes will be available with stories that are timely, addressing current events and The Salvation Army's response.

Contact: Mercy Cosme at Mercy.Cosme@uss.salvationarmy.org.



Hope for Life with Bob Lenz

With a rare combination of passion, delivery, and substance, Bob shares the Bible with an inspiring message in each 1:30 daily feature. A storyteller at heart, Bob combines his personal experience with in-depth biblical knowledge in order to inspire others to embrace faith in Christ.

Contact: Julie Johnson at jjohnson@lifepromotions.org.



A Través de la Biblia (Thru the Bible Spanish)

In the Latin American Spanish version of **Thru the Bible** (Dr. J. Vernon McGee), **A Través de la Biblia** similarly takes the listener through the entire Bible in five years. Join Samuel Montoya as he does his part in taking "the whole Word to the whole world."

Contact: Annabel Torrealba at emisoras@transmundial.org.



AMR-200 Update

Two dozen AMR-200's (shown here) have been manufactured and deployed to our development team for testing. Our first receiver was, essentially, a satellite receiver with a computer built in. The 200 is essentially the opposite: a one rack unit (RU) computer with satellite receiver hardware and software. Of course, the AMR-200 has a satellite receiver built in. But also, like the AMR-100, this receiver operates in RF, INET or hybrid (both) mode. This new technology is based on open source software, but remains just as secure as our AMR-100 has been. Stay tuned as we complete our testing phase and look to deploying the receiver soon!



A NEXT STEP FOR FAMILYLIFE TODAY

Continuing the process of transition that actually began several years ago, longtime co-host of the daily broadcast, **Bob Lepine**, will step out of that role at the end of this month. While Bob's voice will continue to be heard in program closes, beginning in June, the daily interviews will be anchored exclusively by **Dave & Ann Wilson** who have been part of the program since March 4, 2019.

A "fixture" of Christian media (see below), Bob's 28-year journey with the program (since its inception) has helped to create a long and significant impact for one of the premier programs in our industry. Blending "radio-savvy" with a strong biblical outlook, and a natural interest in dialog with guests, Bob's creativity has been heard not only on-air but in a variety of ministry projects including *The Art of Marriage®* and *FamilyLife's Art of Parenting®*.

With this last step in a process that began with the transition of FamilyLife co-founder, Dennis Rainey, the Wilsons will continue the winsome interview format that has always been designed to help families pursue the relationships that matter most!



A NEXT STEP FOR BOB LEPINE

Bob Lepine's long career in Christian radio stretches from Tulsa, at its start, to Little Rock where Bob and his wife Mary Ann made their home with the launch of the broadcast in 1992. The five little kids who moved from San Antonio to Arkansas are now grown, married and creators of the Lepine nine grandchildren.

A writer as well as speaker, Bob's most recent volume is *Love Like You Mean It: The Heart of a Marriage that Honors God*. Bob's lifelong devotion to theology is reflected in his role as pastor of a thriving local church in Little Rock (Redeemer Community Church) where he will now devote more of his time.

As FamilyLife President & CEO David Robbins said, "The broadcast wouldn't have been possible without Bob's experience, gifting, leadership, passion and creative vision. And the future of *FamilyLife Today* is in secure hands because of his thorough shepherding and training."

It is good to celebrate such a long obedience in the same direction! If you've attended any NRB "Game Night" or just been around long enough to rub shoulders with Bob, you may want to send greetings and your warm wishes on this new chapter. You can do that at CelebrateBob@FamilyLife.com.



STATION PARTNERS

By now you should have in hand all new collateral for program support and promotion. If you haven't seen our communication, please contact Michelle@ambaa.com for those resources!

NOW YOU KNOW

"In this page-turner of a book

I learned things about my father that I never knew! Greg Laurie has done a masterly job of setting father's life in historical and cultural context. I pray the book will draw readers to the Gospel, where they will find the love of God that he preached so fervently and faithfully."

*So **Anne Graham Lotz** writes about Greg's new book, *Billy Graham: The Man I Knew*. We can't wait to read it!*



Our devotions each Tuesday AM has been enriched by Zoom as we've invited guests from close and far to join the team—most recently that included **Jay Flowers**, Managing Director of Grace to You. By the way, following in the tradition of our March issue—can you guess what Jay did while attending his first couple years of college?



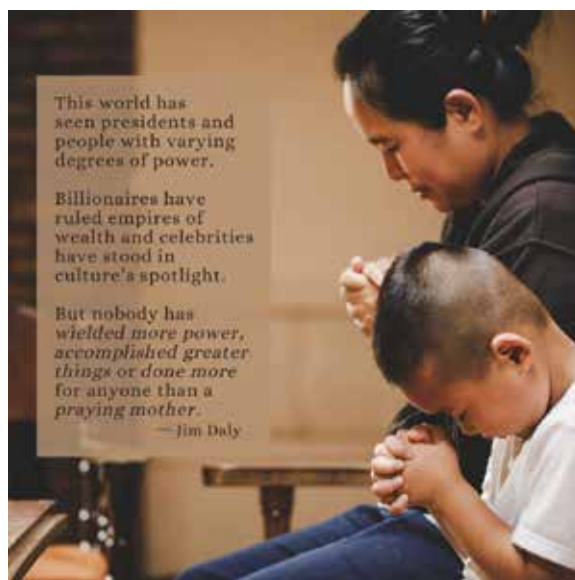
We're going to miss Ric McClary as this veteran broadcaster retires in June. After many years in New England, Ric returned to Minnesota, serving as GM at **Minnesota Christian Broadcasting** (Pequot Lakes). Ahead is a whole new chapter. Best wishes, Ric!

"Her children arise and call her blessed; her husband also, and he praises her; Many women do noble things, but you surpass them all."

—Proverbs 31:28-29

We create one for every holiday

in the hopes that stations will find the tools for promotion most helpful—audio, visual, digital, et al. This month, of course, are the tools for **Mother's Day** such as this quote graphic!



This world has seen presidents and people with varying degrees of power.
Billionaires have ruled empires of wealth and celebrities have stood in culture's spotlight.
But nobody has wielded more power, accomplished greater things or done more for anyone than a praying mother.
—Jim Daly



TOP
HONORS

All About Haven ...
It's All About Jesus

Congratulations, Charles Morris!

After two decades leading Haven Ministries, Charles Morris has become not only a well-known voice on-air but a beloved friend for many in Christian broadcasting. His commitment to making everything “all about Jesus” is a hallmark of not only the ministry but Charles personally as well.

Recognizing that service, the NRB has designated that the **William Ward Ayer Award** be given to Charles this year. Past recipients include veterans of NRB such as Bill Skelton, Michael Youssef, John Ankerberg and Luis Palau.

We're so pleased for this recognition of someone we count as a great friend as you likely do, too.

You can send your best wishes to Charles at charleswmorris@mac.com.

Pioneer broadcaster and pastor William Ward Ayer was NRB's first President. Instrumental in the formation of the Association, Ayer drafted the Code of Ethics that formed the basis of evangelical response to the radio networks' threat against religious broadcasting in the 1940s. This award is presented to an individual NRB member with excellence and integrity for outstanding and significant contributions to the field of Christian communications.

 **HAVEN**
TODAY

A heritage ministry (broadcasting since 1934), the organization today distributes three daily features including the historic half-hour now titled **Haven Today**.

 **ANCHOR**
TODAY

In addition to the long-form program, two 1:00 features are also offered: **Haven Now** (a minute reflecting today's news) and **Anchor Today** (developed out of the popular daily print devotional distributed to more than 5,198 homes monthly).

 **EL FARO**
DE REDENCIÓN

A deep passion for Cuba has resulted in a Spanish-language edition, produced specifically for that country. **El Faro de Redención** is beamed from Bonaire and covers the entire nation of Cuba.

FACTS & FIGURES



Know Any New Parents?

It's estimated parents will spend approximately \$284,570 on food, shelter and other essentials with the arrival of a baby. Here are seven good steps new parents ought to consider now!

1. Determine your first-year baby expenses.
2. Create the right mix of life, health and disability insurance.
3. Revise your household budget.
4. Plan now for secondary education and college expenses.
5. Consider potential tax benefits.
6. Update, organize and share essential documents.
7. Build a professional team.



Find out more about these seven key financial steps for expectant parents at Thrivent.com. Plus, in the latest issue of *Thrivent Magazine* you'll find tips to solidify your retirement blueprint, ways women can take control of their personal finances, cost-saving strategies for home buyers and more. The entire issue is free to view and download at thrivent.com/magazine.

Help people achieve financial clarity each day with "Thrive with Purpose" (1:00 radio feature). Thrivent's **Callie Briesse** explores how to see money as a tool, not a goal. Encouraging listeners with far more than the usual financial education, this feature underscores the value of making purposeful financial decisions guided by faith and values.



By the Numbers



Celebrating 20 Years of Radio Ministry

Radio



5,000!

Broadcasts with *Nancy DeMoss Wolgemuth* have been produced since September 3, 2001

Over 2,000

Times a day, ROH programs (*Revive Our Hearts*, *Seeking Him*, and *Aviva Nuestros Corazones*) hit the radio airwaves

Plus

Revive Our Hearts Weekend launched last year, hosted by *Dannah Gresh* and featuring highlights from the past week

Books



5 Million

Copies of *Nancy's books* have been distributed worldwide

30+

Languages offer resources from ROH and Nancy

Digital



900,000

Social media followers engage with the ministry—almost doubled over the past three years

26,235

Subscribers receive the *Daily Digest* email, highlighting audio, blogs, resources, and much more

Video



75

Episodes of live daily *Grounded* videocasts aired during early months of Covid pandemic

9:00 am

Every Monday is the time new episodes of *Grounded* are now released weekly

Global



10

International outreaches offer *Revive Our Hearts* content—Spanish, Turkish, Indonesian, Italian, Dutch, Farsi, German, French, Portuguese, and South African

63 Million

Measurable digital listens to web streams, almost half in Latin America



So far, we've enjoyed Taco Soup, Crockpot Beef & Veggie Stew, Simple Durban Curry and Simple Savory Pulled Pork. Wonder what you'd make first if you had a copy of the AAA cookbook? Send us a recipe you love and we'll return 75 to you for choosing!

FROM
OUR
KITCHEN

Meet the Chefs:

On-air, **Adriel Sanchez** is adeptly answering Bible questions from listeners every day—most of whom now begin their query with “I just love your program!” For good reason ... Adriel speaks as a pastor (North Park Presbyterian Church in San Diego) who has a real world outlook—that makes for powerful content on *Core Christianity* (live at 2:30PM ET M-F). He and his wife, Ysabel, have three kids—just check out his Facebook page for more “real life” in the Sanchez family!

TEASERS

Pigs on a Spicy Ark

ADRIEL SANCHEZ



We spotted this fun appetizer on Adriel's Instagram account and couldn't resist asking for details even though he'd already contributed a couple other recipes. According to Chef Adriel, these are quite tasty and always a crowd favorite—and the pastor of a thriving church ought to know!

First, cut the Jalapenos in half the long way and remove seeds. (I've kept the seeds in before, and it's only something you should do if you don't really like the people at the party where these are going to be served!)

Set them aside and get working on the cheese stuffing. Mix the cream cheese with chopped green onion and feta cheese. Fill each hollowed out jalapeno generously and place them on a tray with parchment paper.

Cut the bacon in thirds and place a third slice on each boat until the arks have been loaded. Once this is all done, throw them in the oven at 400° checking the bacon to make sure it's finished. When they look done (usually about 20 minutes), take the sheet out and sprinkle brown sugar on the top of each boat, then put them under the broiler for 2-4 minutes to crisp the bacon and caramelize the sugar. Be careful, though – it's easy to burn the bacon at this stage.

These are really a crowd favorite!



Jalapenos (25 halved makes 50 boats)

2 packages (8 ounces each) regular cream cheese

1 bunch green onions, chopped

¾ to 1 cup feta cheese

Bacon (whichever kind you prefer is fine, we just use the Kirkland bacon)

Brown sugar





Ambassador

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@AmbassadorTeam
#AmbassadorLife

Looking Ahead!

Hope to see many friends in June as we gather together after long absences! More information on NRB in next month's Update!



May 6 (National Day of Prayer): Consider airing "Are We Too Proud to Really Pray?"—a new special from Carter Conlon based on Isaiah 30

May 8: Evangelism Explosion (John Sorensen) continues its commitment to children (as well as adults) with its *Hope for Kids* Leaders Training (an online event)

June 2-4: CMB's Momentum (Orlando)

June 7-11: The schedule of 2021 Family Retreats sponsored by **Joni & Friends** begins at Maranatha (Muskegon MI). Check the JAF website for the full listing and for the latest updates!

June 21-24: NRB 2021 Convention (Dallas)

July 1-6: "Stronger" is the theme of this year's Warrior Leadership Summit, a ministry outreach from *On Eagle's Wings* which is part of **Ron Hutchcraft Ministries'** focus on serving Native American young people

July 23-25: Consider attending a **Focus on the Family** "Focus on Marriage Getaway" (Branson MO) that offers the ideal setting for working on the areas of care your marriage needs most

August 6-7: *Justification* is the focus for this year's *Modern Reformation Weekend* (Charlotte NC) featuring **Michael Horton** and a line-up of other speakers over the intensive study weekend

Check ministry information for updates and whether or not event is virtual and/or in-person.