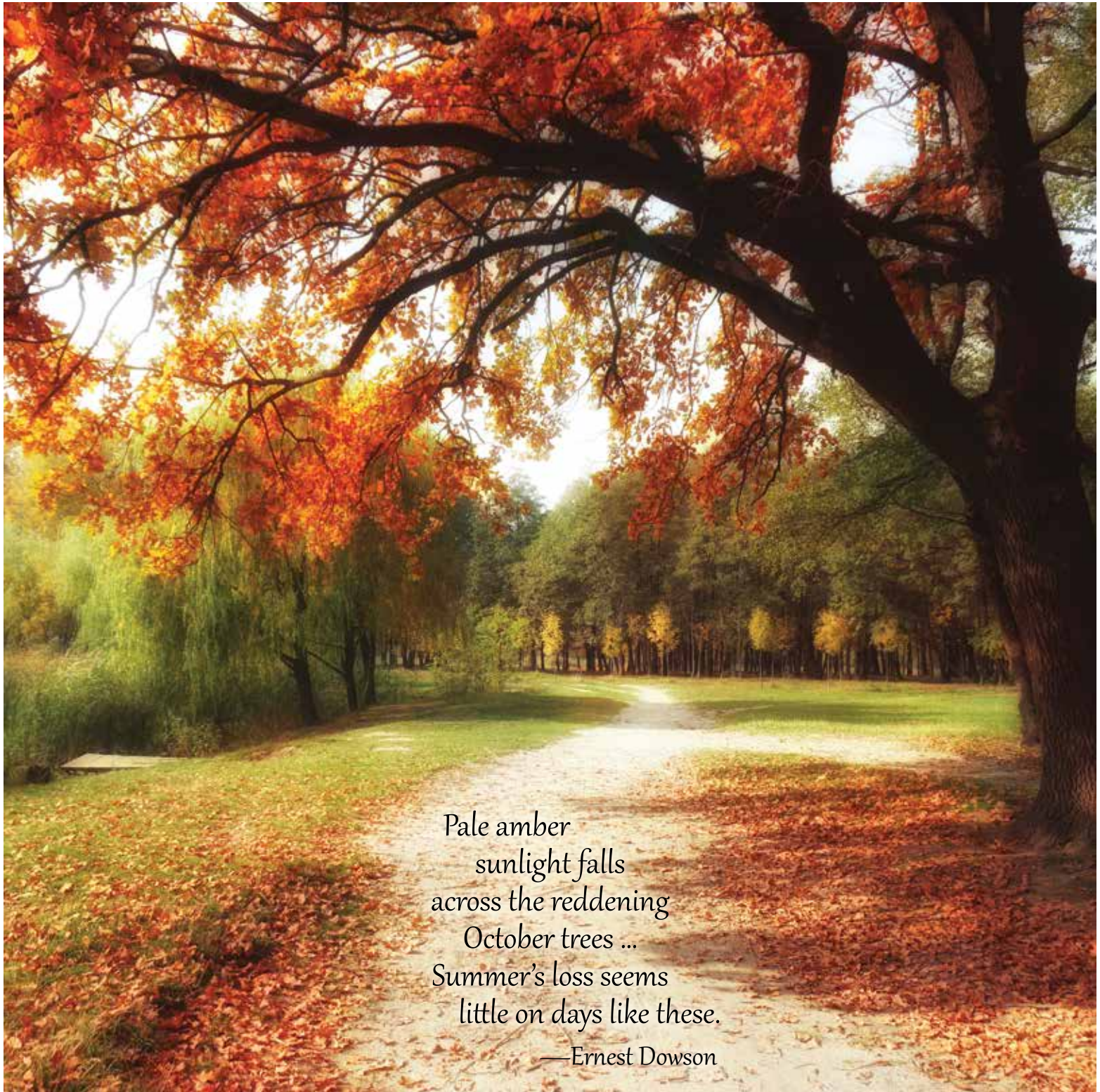




Ambassador

We Connect. Ministry and Media.

OCTOBER
2021
UPDATE



Pale amber
 sunlight falls
across the reddening
 October trees ...
Summer's loss seems
 little on days like these.
 —Ernest Dowson

INSIDE

Pastor's Appreciation: Honoring those who minister	Page 3
Focus on the Family: Recapping a Summer full of ministry	Page 4
Celebrating CRU: Marking 70 years of campus ministry and more	Page 6

DID YOU KNOW

... all about the A-LIST?

We love publishing *Update* every month (and we love that you're reading it!), but anyone in media knows you also want to hear "the latest"—so we initiated the A-LIST which is delivered electronically every Friday to give you just that!

Here's what you'll find each week:

THE LATEST: All the late-breaking program content news for the ministries we serve, including replacement features that speak to current news and concerns. And updates on ministry events, speaking commitments and more.

SHOW PREP: We're grateful for station use of our speaker "voices" whether long- or short-form. But we also appreciate the gifted station personalities who anchor it all. This piece is for them! There's something about each day of the week, interesting tidbits to share with the audience, quotes, upcoming events and so on. Offered as a PDF within the A-LIST, you can distribute easily to the entire on-air station team.

TAKE 5: We know it's easy to run down a rabbit hole to check out the latest YouTube offerings, fascinating articles and much more. So, here are the best of the week in one spot—pour yourself a cup of coffee on your break and enjoy!

TRIVIA: You don't have to send us the answers (tho if you do, you'll be rewarded) but most of us get a kick out of brain teasers—and this fits the bill perfectly. Short, easy, covers the spectrum of topics from A to Z!

MEDIA TRANSLATOR: And once monthly we include a link to this piece which offers a wrap-up of the latest news impacting radio, and far beyond. From TV to TikTok, from Facebook to Nielsen books 🤔, the "MT" provides a snapshot of news that likely impacts you!

Not yet subscribed? Send an email to Katie@ambaa.com!

A SATELLITE REVOLUTION



More than you wanted to know about satellites

I confess: Satellite technology is one big mysterious black box hung in the sky. I'm amazed, with all its technical complexity, that it actually works. You shoot a signal hundreds, or tens of thousands, of miles into space. It bounces off an "electronic mirror," returning to earth at the speed of light, covering a wide swath of terra firma.

These are exciting days as we are now witnessing another major revolution in satellite technology. Elon Musk and SpaceX have ambitiously launched more than 1,600 satellites to provide low-latency, high speed internet virtually anywhere in the world. It's called Starlink, and Amb-OS is privileged to be selected to engage in testing a Starlink system in the Minneapolis area.

What does Starlink look like? The antenna (pictured at right) is about the size of a Costco pepperoni pizza (but a great deal less flavorful). At the right time of the evening, you can see a group of them with the naked eye as their photovoltaic panels reflect the sun's rays. Folks have captured this "conga line" of Starlink "birds" on video (in YouTube, search "starlink satellites train").



How does this compare to what we use now? Amb-OS utilizes a "C-Band geostationary" satellite (SES-2) which travels at an altitude of about 22,300 miles in space and races around the globe at about 7,000 MPH. The new Starlink satellite travels at an altitude of "only" 340 miles in space and races around the globe at about 17,000 MPH! At this rate, a Starlink satellite orbits the Earth every 90-100 minutes in contrast to our current satellite which orbits once per day!

Eventually there will be many thousands of their satellites in low Earth orbit (LEO). It's a no-brainer solution for rural locations, and it's a revolutionary future solution for Amb-OS and the thousands of hours of ministry content we distribute every day!

—Jim Sanders

We Appreciate You, Pastor!

While it ought to happen year-round, for nearly 30 years (established originally in 1992), the month of October has been designated for expressing appreciation to pastors and those who lead in the local church setting.

With that in view, it seemed appropriate to salute some of the pastors we're privileged to serve—those who currently or historically have also contributed to a wider "congregation" through their radio features including:



Carter Conlon



Jim Garlow



Don Green



Bob Lepine



Max Lucado



John MacArthur



Adriel Sanchez



Dave Wilson

AND MORE: While we're at it, we're pleased to honor these pastors who minister to the Ambassador team in our local church every week. You may not know these names but we do ... and we definitely appreciate them for equipping us to serve you with a deeply-rooted spiritual outlook.

David Anderson (*Church of the Open Door/ Glendora*)

Lance Cook (*Calvary Church/La Habra*)

Philip De Courcy (*Kindred Community/ Anaheim Hills*)

Larry Feldman (*Shuvah Yisrael/Irvine*)

Jack Hibbs (*Calvary Church/Chino Hills*)

JP Jones (*Crossline Community/Laguna Hills*)

Darin McWatters (*Evangelical Free/Fullerton*)

Chuck Swindoll (*Stonebriar/Dallas*)

Sam Thomsic (*Jericho Road/Santa Ana*)

Bill Welsh & Geoff Wilson (*Refuge/ Huntington Beach*)

“ ... acknowledge
those who work hard
among you, who care
for you in the Lord
... hold them in the
highest regard in
love because of their
work. ”

1 Thess. 5:12-13

station tool kit

Join us in thanking pastors for their hard work, sacrificial dedication, and servant leadership! Download our **Pastor Appreciation Tool Kit** for PSAs, quote graphics, resources, and more at ambaa.com/station-tool-kits

FOCUS ON THE FAMILY



FOCUS IN SOCAL: What a treat it was for us to recently enjoy sharing the “Ambassador studios” with Jim Daly and John Fuller who welcomed Shauna Amick to the microphone for an upcoming broadcast. Shauna oversees Radio Channel Marketing at *Joni and Friends* and as mom to three, including a teen daughter with Down syndrome, she speaks pointedly to the needs of families like hers from firsthand experience. While in the area, the Focus team also recorded additional broadcasts with Lynsi Snyder, President of In-N-Out Burger (see below!).



Enjoying the “real thing,” John and Jim are joined by Kurt Leander (VP at Focus), for the best of In-N-Out!



While in OC, John visited the KWVE team including Michael David, Stan Pracht (FOF), Lance Emma (GM), Jessica Kron, Brian Perez & Mark Shaffer.



Then it was on to Salem's Los Angeles flagship, KKLA, as John enjoyed fellowship with Terry Fahy (GM) and Chuck Tyler.



NEW BRICK & MORTAR:

It was a grand day in Holland (MI) when the first Focus on the Family bookstore outside of Colorado Springs opened on September 2. The event included a live remote hosted by Barbara Tucker from WJQK (L) and the official ribbon-cutting ceremony with Jim Daly, President of the ministry, and Focus board member Elsa Prince (Center). Characters from *Adventures in Odyssey* visited with guests who also enjoyed a special book signing with Al and Lisa Robertson (“Duck Dynasty”).

PRO-LIFE MOVEMENT CELEBRATION:

The culmination of this summer's *SeeLife 2021* initiative for Focus on the Family was a live event (and videocast) in Dallas on August 28. The evening's line-up included Jim Daly, Amy Ford, Nick Vujicic, and others speaking powerfully on the sacred value of human life. Music from Matthew West added to the clear message and mission of the night. (You can still view the entire presentation at the *SeeLife* website!)

Pictured/Top: (L) Chris & Michelle Gould (Salem), Mike Reed (Salem) and Brian Krause (Focus) and Jim Sanders take a *SeeLife* selfie. (R) John Fuller and Ken Windebank (VP at Focus) enjoy a pre-event moment with Matthew West and Ken's daughter, Ashton.

Pictured/Bottom: (L) Chris Gould, Jim Sanders, Jeff Mitchell at the press wall for *SeeLife*. (R) Because he wouldn't want to miss a station stop wherever he goes, John Fuller snuck in a visit to KCBI to greet Matt Austin (GM) and Sharon Geiger.



MILE-
STONE

Happy 70th Birthday, Cru!



It began when, as a student at Fuller Theological Seminary, studying late one night for a Greek exam, **Bill Bright** received a unique impression from God to invest his life in helping reach the entire world for Christ, starting with college students. In the fall of 1951, Bill and his wife, Vonette, founded Campus Crusade for Christ (now known as Cru in the U.S.) at UCLA with the backing of a 24-hour prayer chain.

Over the 70 years since then, the outflow of that commitment has resulted in a multitude of ministry endeavors for the organization—including a core commitment to media dating back to the first recording of Bill Bright, made in 1948 and aired on KFWB (Los Angeles) with the clarion call to know Christ.

Across the decades, Bill & Vonette were familiar faces at NRB, attending the annual convention and lending support both personally and corporately to the organization.

That involvement afforded a long friendship for Al & Margaret Sanders with the Brights, ultimately, including the privilege for Ambassador of serving *World Changers*, *The Lighthouse Report* and *Women Today*.

Today, Cru's media outreach includes the daily 1:00 and 2:00 feature, *Making Your Life Count* with former Cru president, Steve Douglass. And the broadcast features from FamilyLife which remains a division of Cru.

The Cru "scrapbook" at age 70 is a voluminous one ... and we're grateful for every page!

Some of the
CRU outreaches
over the years

The Four Spiritual Laws
National Day of Prayer
EXPLO '72

"I Found It" Campaign
Athletes in Action
Josh McDowell Ministries

The Jesus Film
The New Folk Singers
New Life 2000

The CoMission
Christian Embassy
Inner City

Seems like this is the perfect time to share this recipe for a seasonal favorite—Chicken Vegetable Soup! Whether you're "under the weather" or want some warmth on a chilly fall evening—try this! It's just one of nearly 100 great recipes from the Ambassador family. A copy is yours if you'll send a note to peg@ambaa.com!

FROM
OUR
KITCHEN



Meet the Chefs

John Sorensen ("Share Life Today") has authored several books including "Your Story Counts: Sharing the Most Important Story of Your Life"—and his is no exception! As a successful young businessman, John came to Christ himself when someone took him through the Evangelism Explosion presentation. Both he and wife, **Ann**, who became a Christian then too, have spent their lifetime in Gospel service since that transformation. Four grown children (and grandchildren) help fill their lives, based in Mills River NC.

SEGUES

Chicken Vegetable Soup

JOHN & ANN SORENSEN



- 3 large carrots, sliced
- 3 large celery stalks with leaves, sliced
- 1 medium/large yellow onion, diced but not too small
- 1 (3-5 pounds) whole chicken
- 2 teaspoons salt
- ½ teaspoon coarse black pepper
- 1 teaspoon dried sweet basil
- 3 cups water
- 1 can Niblets corn, drained

Unfortunately, I am not (have never been) a very good cook. John does all the fancy cooking here. However, I have finally gotten to where I make a pretty delicious chicken vegetable soup that is easy to make (good news for those other people who don't like to cook, too!). This is also a great meal to take to someone who's under the weather!

Put carrots, celery, and onion into the bottom of a large crockpot. Add whole chicken. Top with salt, pepper, and basil. Pour water over the top of the chicken. Cover and cook on high for 4 hours or until chicken is cooked.

Remove chicken with large spatula(s) onto large plate or cutting board. Cut and place bite-size chicken pieces back into crockpot.

Add corn, stir, and heat up to serve.





Ambassador

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#AmbassadorLife

Looking ahead!

Every ministry we serve has a calendar filled with activities representing their outreach. Here's just a sampling of that for this month and months ahead as we already see 2022 on the horizon!



Oct 2: Anne Graham Lotz is joined by daughter, Rachel-Ruth Wright (co-author of the new *Jesus Followers* book) for a special dinner event (and interview that will later air on SiriusXM) at the Billy Graham Library.



Oct 8-9: In Indianapolis, Revive Our Hearts hosts Revive '21 themed "Grounded: Standing Firm in a Shaking World." Speakers include **Nancy DeMoss Wolgemuth**, Chris Brooks, Susan Hunt and others.



Oct 15: We plan to eat a slice of your favorite Baskin-Robbins 31 Flavors Chocolate Chip Cake in your honor today! Happy Birthday, **Joni Eareckson Tada**! (OK, you, too, Jim Sanders!)



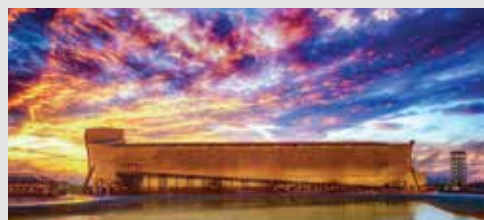
Nov 5: Dave & Ann Wilson are in Allen TX for a special "Vertical Marriage Night" with the message that the horizontal marriage relationship just doesn't work until the vertical relationship with Christ is first.



Nov 8-12: Pray, volunteer, donate items, give ... it's **Pregnancy Help Appreciation Week**, recognizing the tremendous impact of local pregnancy centers nationwide who advance the value of human life, every day!



Mar 1-11: An unforgettable experience to the Holy Land is planned as **Max Lucado** and Matthew West host a trip to Israel (rescheduled from 2021).



May 18-20: The Truth Matters conference (**Grace to You**), themed "Recovering a Biblical Worldview," will be hosted at the Ark Encounter.

And now ... on to Happy Thanksgiving!

Who doesn't love that holiday filled with family, food, and fall colors. Do you have a favorite that's always on your Thanksgiving table? Let us know—we'll share that next month!