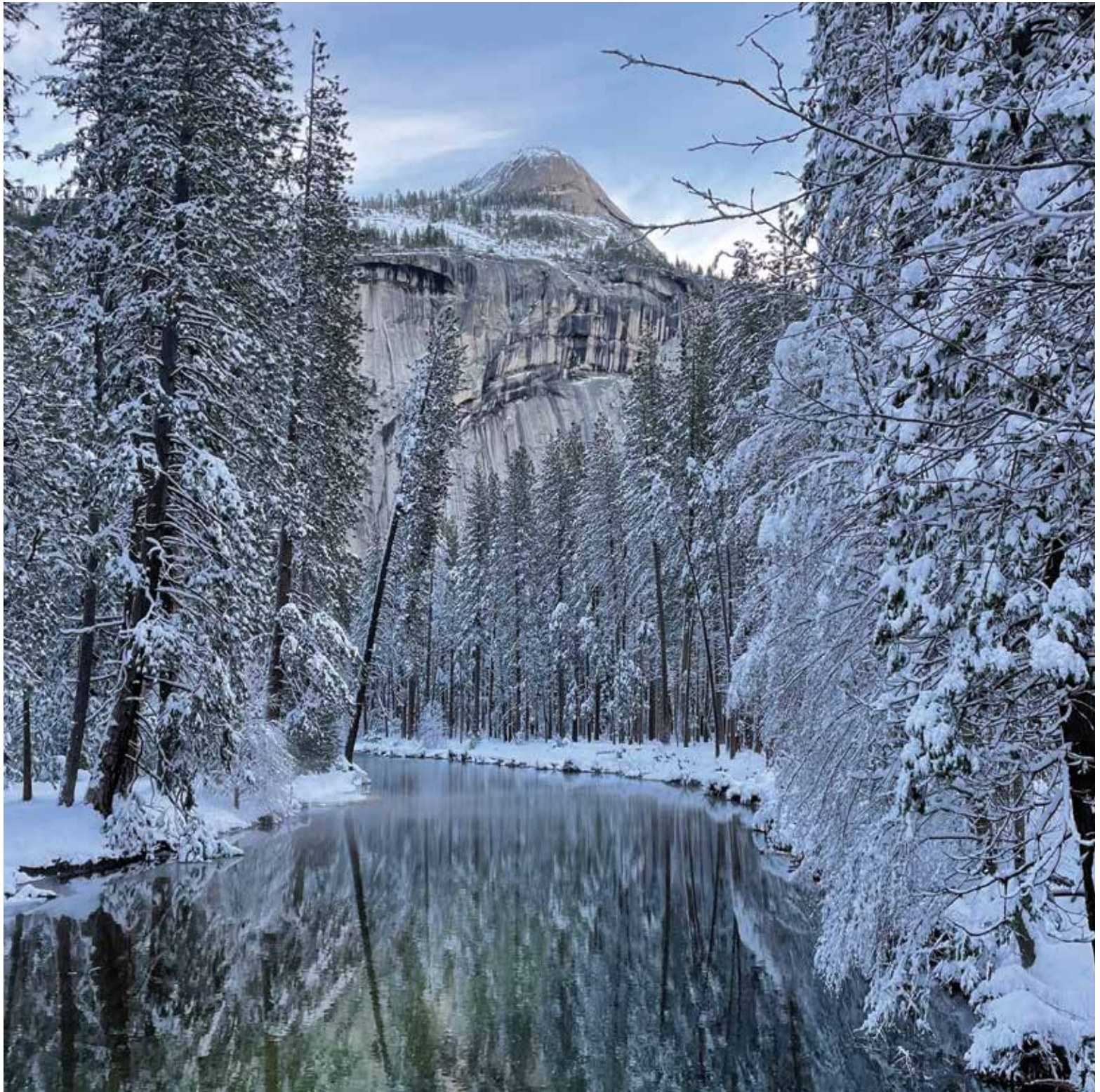




Ambassador

We Connect. Ministry and Media.

FEBRUARY
2022
UPDATE



God thunders wondrously with His voice, doing great things which we do not comprehend. For to the snow He says, "Fall on the earth ..." —Job 37:5-6A

DID YOU KNOW?



From Focus on the Family's **Adventures in Odyssey**, classic Easter content is being packaged for stations to use as a two-hour special event, or in a series of half-hours each weekend preceding Easter (April 17). Contact Katie@ambaa.com to hear more and schedule!

This is a significant year for the pro-life message as the Supreme Court rules soon on the Mississippi case regarding *Roe v Wade*. To help listeners understand the importance of the issue, **Brad Mattes** will host two 25:00 specials scheduled for airing the weekends of April 24/25 and June 11/12. For details, contact Lee@ambaa.com.



The new **Global Mercy** is scheduled to begin its first field work in Senegal. The need for volunteers is

unending. If you can help by airing PSAs inviting volunteer service on the ship, let Rebecca@ambaa.com know!

Thanks to Ambassador's **Rebecca Richardson**

for this month's cover shot. She enjoyed a memorable New Year's at Yosemite National Park which received the most snowfall it's had in 42 years.



NOW AVAILABLE ON AMB-OS

Amb-OS is proud to welcome **The Christian Worldview** with David Wheaton to our satellite lineup.



Ever since its launch in 2004, *The Christian Worldview* has had one aim: "To sharpen the biblical worldview of Christians and to share the good news of Jesus Christ." David covers everything from cultural trends and current events to biblical doctrine and reforming the church, urging believers to "think biblically and live accordingly" and non-believers to respond to Jesus' call to "repent and believe in the gospel" (Mark 1:15).

David Wheaton was born and raised in Minnesota and came to saving faith in Jesus Christ in his early twenties while he was competing on the professional tennis tour.

David is also an author of two books and married to his lifelong best friend, Brodie, and they are the parents of one son . . . and two Labrador Retrievers.

To request permission to air *The Christian Worldview* (weekly 54:00 or weekly 1:00), visit our permissions portal at amb-os.com/permissions or contact David Wheaton at david@davidwheaton.com.

A KILLER "BE" from JIM SANDERS

There are tons of "Killer Apps," but if you're a traveler, here's one for you: It's FlightRadar 24. You might as well be in the FAA's regional control center. Very slick. Every flight in the air reports their speed, altitude, destination and position.



But just as there are killer apps, there are a host of "Killer Be's" when it comes to the workplace. *In other words, ways in which you make yourself invaluable to your company.*

The first one we'll tackle is to "**Be Observant.**" If you want to be the last person who is "riffed" at your work, actively look for some way to help, and then do it! Don't wait to be asked. Take responsibility. Could be something as simple as re-filling the paper in the copier, wiping down the communal sink, or replacing the paper towels.

One month ago, two LAPD officers were observant enough to spot a small plane that had just crashed on the LA Metro train tracks. They also saw an oncoming train, traveling at full speed. Their quick action saved the man's life!

I've found the people who are most valuable to our company, and in life, are the ones who look for problems and jump in. They don't wait to be asked. They take the initiative. They ask where they can help. Even though it's not their assigned job, they assume responsibility.

Volunteer to take on tasks. You'll be perceived as a valued contributor. Getting engaged with non-assigned chores will send a clear signal to management that you have the company's best interest in mind. And that makes you all the more treasured.

So ... be observant. *That's a Killer Be!*

RENEWED
VISION

Joni Eareckson Tada

SHARING *Hope*



"I am all about sharing the God of all hope with others and I look forward to helping listeners strengthen their hope in Christ in this thrilling new season of radio outreach." —Joni Eareckson Tada

For 40 years, **Joni Eareckson Tada** has been doing just that every day on the 4:00 feature which first began on stations in May 1982. In more than 10,000 episodes since launching (!), Joni has consistently delivered fresh insights and encouraging inspiration for thousands of listeners in partnership with a network of facilities that now numbers nearly 1,300.

As part of a year-long celebration of this remarkable milestone, and to even more clearly identify the feature's core purpose, the 4:00 daily "Joni and Friends" will become **Joni Eareckson Tada: Sharing Hope** as of **May 1**.

Coinciding with the 4:00 feature title change, "Diamonds in the Dust" (the popular 1:00 feature) will be re-titled as *A Moment with Joni*.

As our lives continue to be assailed by uncertainties and concerns, Joni continues to provide compelling reason to put our hope in Jesus. That consistent message has never been more relevant!

STATION PARTNERS

We look forward to Joni's sharing this update with you personally via the Zoom call scheduled this month.

Be sure to use the Ambassador website for the Tool Kit of resources for the title change—complete with web banners, social assets, PSAs from Joni that share the title change with audiences, and much more!



Core Christianity

Tough Questions Answered



SO ... WHO IS LISTENING TO CHRISTIAN RADIO?

Much to Pastor Adriel Sanchez's delight, recent questioners on *Core Christianity* have included 8th graders from Faith Christian Academy (Quakertown PA)!

Veteran teacher Joseph Almeida turned to the broadcast on the recommendation of a local pastor who suggested using *Core Christianity* resources as part of the curriculum for the Bible class of 25 pre-teens.

Notes Joseph: *Workbooks are an important tool but kids love media. As Benjamin Franklin once said, 'Tell me and I forget, teach me and I may remember, involve me and I learn.' I wanted to involve my students and I was thrilled that my kids were willing to participate by calling into the program. As a class, we selected the five top questions and five brave students volunteered to call in and leave a question for Pastor Adriel. It was a great experience for the entire class.*

We couldn't help but ask Joseph if he had a question for Adriel. Here it is:

My background is in secular counseling and I didn't become a Christian until I was in my mid-20s. I would want to ask Pastor Adriel if it is wrong for a Christian to receive counseling from a secular perspective?

Joseph, stay tuned to *Core Christianity*—the answer is coming up!

MEET BEN BRYGGMAN

Joining the team as part of our Amb-OS and AAA tech support crew, Ben is no stranger to radio—he also engineers Hugh Hewitt's daily broadcast on the Salem network. Married to Carolina, the couple expect 2022 to be a great year, anticipating a daughter's arrival (already named Alena May) before long. So glad to have Ben as part of our team!



We hope to see you in Nashville next month!

Here's your "don't miss" list ...

-  Learning what's new for **Ignite America** as the ministry hosts lunch on Wednesday (11:30AM-1:00PM) with Barry Meguiar and the Ignite team
-  Hearing Darrell Harrison (Dean of Social Media at **Grace to You** and popular podcaster—"Just Thinking") who joins the panel for "Engaging an Anti-Christian Culture"
-  Rejoicing in news from sponsoring organization, **Mercy Ships**, as The Global Mercy sails into ministry service this year
-  Be encouraged by **Adriel Sanchez** ("Core Christianity") during devotions at NRB's Board of Directors meeting Tuesday afternoon

Special sessions planned for station partners with these speakers:

Steve Douglass / Making Your Life Count
John Fuller / Focus on the Family
Jim Garlow / Well Versed
Ron Hutchcraft / A Word With You
Brad Mattes / Life Issues
Barry Meguiar / Revival Outside the Walls
Charles Morris / Haven Ministries
David Robbins / FamilyLife Today
Adriel Sanchez / Core Christianity
John Sorensen / Share Life Today
Dave & Ann Wilson / FamilyLife Today

And ... fellowship with the ministry teams from these organizations:

Grace to You
Revive Our Hearts

Our Congratulations to ...

Bob Lepine (FamilyLife Today) — NRB Hall of Fame Award

Focus on the Family — Best Digital Campaign ("See Life") and Most Innovative Digital Method ("Average Boy")

Representing Ambassador and Amb-OS at NRB ...

Dick Becvar, Michelle Blood, Katie Burke, Lee Ann Jackson, Charley Mefferd, Jennifer Perez, Rebecca Richardson, Jim Sanders



Praying ... Alphabetically

A PRAYER OF A RIGHTEOUS PERSON, WHEN IT IS BROUGHT ABOUT, CAN ACCOMPLISH MUCH.

~JAMES 5:16B

My parents have been lifelong prayer warriors. Every day, especially in the last decade of their 73 years together, they'd share devotions and then go to a folder in which were the names and situations of people they knew—and people they *didn't* know—who were prayed for regularly.

But in addition to that time together, my dad long ago created a list of names he prayed for when the besieging insomnia that was his "thorn in the flesh" kept him awake in the long night hours.

Often, when giving Dad an update on someone, he'd note that they were on the "A" page (or whatever appropriate page for their name). We knew each of the family appeared on the right page ... but so did members of the Ambassador team, widows, cancer-struck friends and so many others.

About a week before Dad graduated to eternity, we were gathered as a family and trying to reconstruct what those pages might include. Much to our surprise, in a fading voice, my dad whispered that there was a book on his desk with all those names in it.

We were thrilled ... and took a picture of each page so we could share that with those who had been prayed for so often. Powerful.

My dad's "prayer journal" was a spiral-bound "freebie" from Hoag Hospital—blank lined pages from which he created a homespun guide to his praying. He'd just re-written the list in December 2020 so the once flourishing handwriting was very shaky but definitely readable.

When we thought about the memorial celebrating his life, we agreed that sharing a more "official" prayer journal—including pages for each letter of the alphabet and verses of Scripture about prayer—would be a terrific legacy, baton-passing of this approach to praying for others.

What I can tell you is that the book we discovered on Dad's desk is a family *treasure* now. I hope Dad's grandchildren's children will think so as well as the baton-passing continues to generations to come!

~Peggy Campbell



It was a joy to share this journal with all who attended Dad's service ... but we made plenty so that we could share beyond that. If you would like to receive a copy, please let us know. We'd be thrilled to send you one for personal use or sharing with someone.

It's the Big Event this month—when young and old purportedly gather to cheer for their favorite team but really come together to enjoy the fare that comes with Super Bowl Sunday! We've got a great recipe for you from **Anne Graham Lotz** that appears in our "Ambassador Family" cookbook.

In fact, you can also find the "Black Bean & Corn Salsa Dip" from Michelle Blood, "Spicy Salsa" from Adriel Sanchez and ... "'Man Magnet' Sausage Dip" from Lisa Anderson. All that and more is yours--just email peg@ambaa.com to request your own copy of "The Ambassador Family Cookbook"!

FROM OUR KITCHEN



Meet the Chef

This mom to three grown children (and grandmother to three) knows all about the value of family, having come from a high-profile one herself. But the daughter of Billy & Ruth Graham, whose passion for revival in the hearts of God's people is a clear and consistent message, is in her own right a gifted communicator. A best-selling author, Anne's voice is also heard every day on "Daily Light for Daily Living" (1:00) as well as on a weekend long-form program featuring her teaching ("Living in the Light").

TEASERS

Jalapeno Dip

ANNE GRAHAM LOTZ



Jalapeno dip is a favorite must-have whenever our family gathers in large numbers, whether for a birthday party, July 4th cookout, or Labor Day blow-out. Insider tip: Try putting it on your hamburger instead of American cheese!

3 packages (8 ounces each) cream cheese

1/3 cup apple jelly

1 can (10 ounces) diced tomatoes and green chilies (like Ro-Tel)
(Bottled Mexican salsa can be substituted for this)

2 to 4 jalapeno peppers, seeded and minced (or more, depending on how spicy you want the dip)

1 teaspoon salt

Blend all ingredients together.

Serve with tortilla chips and enjoy!





Ambassador

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#AmbassadorLife

Looking ahead!

In addition to Valentine's Day, a whole lot of people will be checking the weather in Los Angeles as Super Bowl LVI comes to SoFi Stadium. Here's more on what's happening this month—and in the months ahead!



Feb 12: This year's **Cru-sponsored** Super Bowl Breakfast is an in-person event and half-hour video presentation featuring prominent players and coaches with a faith message. Check details at the event website.



Mar 8-11: See you again at Opryland (Nashville) for **NRB 2022**. Thanks to sponsoring organizations including *Mercy Ships* and *Revival Outside the Walls* for their support in making the Convention possible!



Apr 17: The resounding proclamation—*He is risen!* For **Easter Sunday** resources including special programming, PSAs, graphics and more, check our website or contact Rebecca@ambaa.com.



May 14: Focus on the Family's **See Life 2022** heads to Atlanta (Ameris Bank Amphitheatre in Alpharetta) for this year's annual pro-life event.



Jun 5-11: For Family Camp, **Focus on the Family's** Greg & Erin Smalley will be at Forest Home (CA). Two weeks later, Danny Huerta is a featured speaker at the campground.



Jul 11-15: Family Retreats (**Joni and Friends**) will be held at Mission Springs (Scotts Valley CA), Shawnee Lodge (West Portsmouth OH) and Whispering Winds (Julian CA). But there are many more!



Sep 22-24: "Heaven Rules" is the theme for True Woman 2022 (Indianapolis IN), the national women's conference hosted by **Revive Our Hearts** with speakers including Nancy DeMoss Wolgemuth.

"It's better to look ahead and prepare than to look back and regret."

—Jackie Joyner-Kersey