



# Ambassador

We Connect. Ministry and Media.

MARCH  
2022  
UPDATE



## INSIDE

Jump into Spring: All new radio specials for April, May, and June! .....	Page 3
NRB 2022: Bring this schedule with you to Nashville (pictured above) .....	Page 5
From Our Kitchen: Charles Morris offers Mama's Mountain Stew .....	Page 7

## DID YOU KNOW?



New to the "customizable" list of features is "A Word With You" featuring **Ron Hutchcraft**. If you haven't

heard your station identified in the feature yet, contact [Charley@ambaa.com](mailto:Charley@ambaa.com) to make sure we have the preferred liner!



Every Monday, *Focus Forward* goes to the network of stations airing **Focus on the Family** programming and it's where you'll find the latest news, info on interview opportunities and much more! Need to add someone at your station to the list of those receiving? Just send a note to [Katie@ambaa.com](mailto:Katie@ambaa.com) and happy to do that!

Have you noticed?

Both "Focus on the Family" and "Grace to You" have added "official" sponsor IDs at the urging of station partners and in accordance with **FCC regulations**. Let us know if you have a question on this!



Sharathon coming up? Featuring a "Ministry of the Month"? Need resources or speaker-

voiced content? Make a note that requests should go to [Rebecca@ambaa.com](mailto:Rebecca@ambaa.com). She's the **promotions guru**—and she'll be happy to assist!

## NOW AVAILABLE ON AMB-OS

### MAY WE JUST SAY ...

*On behalf of the Amb-OS team, it's a privilege to deliver more than 125 outstanding broadcasts and features to station partners each day—and we're excited about what's on the horizon for even further improvements. We're pleased to introduce you to two new partners below ... and if you are airing a program you think ought to be part of the Amb-OS delivery system, contact [Charley@ambaa.com](mailto:Charley@ambaa.com). Always happy to have that conversation on your recommendation!*

Offering a simple but unique daily challenge to the western church to consider the call of Christ to walk away from mediocrity and live "on-fire" for the Gospel, **GFA Minute** features veteran broadcaster, **K.P. Yohannan** who has been crisscrossing the globe for over 40 years.



**GFA World** is a leading faith-based global mission agency helping national workers bring vital assistance and spiritual hope to million across the world, especially in Asia and Africa. In their latest yearly report, GFA World notes this included thousands of community development projects that benefit downtrodden families and their children, free medical camps conducted in more than 1,200 villages and remote communities, installation of wells and assisting more than 260,000 needy families—all done in the Name of Jesus Christ.

To request permission to air **GFA Minute**, visit our permissions portal at <http://www.amb-os.com/permissions> and choose the following programs:

**GFAX GFA Minute (M-F, 1:00)**. Questions? Please contact **Taun Cortado** at 972-300-3377 or [gamedia@gfa.org](mailto:gamedia@gfa.org).

**Baptist Press**, the official news service of the Southern Baptist Convention, has launched a new daily three-minute broadcast, called **Good News for Today**, with Baptist Press Editor **Brandon Porter**. Through positive news stories, listeners will be introduced to Christians and churches making a difference for the glory of God. "The world needs to hear more good news about our awesome God," Porter said. "The news industry is typically driven by controversy, conflicts and issues, but through *Good News for Today*, we have the unique opportunity and ability to share good news stories of our good and loving God."



A pastor for more than 20 years, **Brandon Porter** is the associate vice president for convention news for the SBC Executive Committee. In this role, Porter directs the daily operations of *Baptist Press* and serves on the leadership team for the SBC Executive Committee. Since 2003, Porter has also hosted a weekly 30-minute teaching and talk program on WKCT in Bowling Green, Kentucky.

To request permission to air **Good News for Today**, visit our permissions portal at <http://www.amb-os.com/permissions> and choose the following program: **BPTP Good News for Today (M-F, 3:00)**. The program is also available on the Amb-OS FTP site. If you don't know your station's login credentials, please email [ftp@amb-os.com](mailto:ftp@amb-os.com). For more information, please contact **Jon Wilke** at [jwilke@sbc.net](mailto:jwilke@sbc.net)



# *All New Specials*

## for APRIL / MAY / JUNE!

SPRING  
RADIO

*As the significance of the pending Supreme Court ruling regarding the pro-life initiative is anticipated in a few months, equip listeners with full understanding of the issues with these two new half-hour specials:*



### **The Faces of Roe: Women and Men Victimized by Abortion** (For airing April 23-24)

Putting real faces on real people impacted by the Roe v. Wade decision, here are some of the realities about what abortion is doing to Americans including how many late-term abortions are done. Learn what pro-life Americans are doing to help the victims pick up the pieces of their lives.



**BRAD MATTES**  
*Life Issues*

### **The Sky Isn't Falling: Realities of a Post-Roe America** (For airing June 11-12)

While nearly all of Western Europe has laws limiting abortion to 15 weeks or earlier, in America, that's not the story. Reversing the Roe decision sends legislation back to the states where abortion laws would reflect the will of the people—and basic human compassion.



### **To Be Risen with Christ** (For airing Easter 2022)

What does it mean to be risen with Christ? How does God manifest His glory through my life? Surprisingly, the answer has to do with a gardener, a traveler, and a cook. God's plan is to make Himself known through our lives in a way that only He can ... and it will make you shout for joy!



**CARTER CONLON**  
*Times Square Church*

### **God Has Not Given Us a Spirit of Fear** (For airing National Day of Prayer May 5— may also be aired weekends preceding/following)

As a young man, he suffered debilitating panic attacks but when Carter Conlon gave his life to Christ, he discovered 2 Timothy 1:7--God has not given us the spirit of fear, but of love, power and a sound mind. It's a personal—and powerful—message on the importance of prayer!

## *Easter Classic*

*The Bible isn't boring!* That's just one of the takeaways kids (and parents!) will learn when they hear a special Easter presentation from Focus on the Family's **Adventures in Odyssey**. These classic radio drama episodes are available as a two-hour special event or in a series of half-hours. Contact [Katie@ambaa.com](mailto:Katie@ambaa.com) to hear more and schedule!



UP TO  
DATE

# HERE'S THE NEWS!

## A NEW TITLE!

Coinciding with the 40th anniversary of the 4:00 **"Joni and Friends"** feature, a new title will be introduced on May 2. To even more clearly identify the core mission for the content delivered by her daily, the feature will be identified as "Joni Eareckson Tada: Sharing Hope". All promotional resources for the change can be found at the Ambassador website.



## A NEW SHIP!

It's been a six-year process but the world's first "purpose-built" civilian hospital ship, the Global Mercy, is now in port in Senegal where the work of **Mercy Ships**—saving and transforming lives (physically and spiritually)—will take place in 2022. The ship is fully funded but the need for people to serve remains! Thanks for sharing the opportunity with listeners thru PSAs and "The Mercy Minute."



## A NEW TIME & PLACE!

As a core pillar of commitment at **Focus on the Family**, this year's "See Life" event moves to Colorado Springs on June 14 and will be primarily a livestream event delivered out of the Focus meeting hall. Special guests will join Jim Daly, President of Focus, for another stirring presentation and reminder of the sanctity of human life.



## HERE'S YOUR RUNDOWN FOR CAN'T-MISS EVENTS!

### TUESDAY

**1:00-3:00PM**

#### **NRB Board Meeting**

Receive encouragement from Adriel Sanchez ("Core Christianity") who presents the devotional message at this leadership gathering.

### WEDNESDAY

**8:00-9:30AM**

#### **Mercy Ships Breakfast**

Join in giving thanks for the brand new, fully-funded "Global Mercy" hospital ship during this celebratory gathering. *Find Mercy Ships in the Exhibit Hall, too!*

**9:00-11:00AM**

#### **Focus on the Family Reception (1 of 3)**

Come hear what's got Focus on the Family excited about in 2022 and meet the team behind the winner of the NRB Best Original Podcast Award: "The Official Average Boy Podcast."

**10:00-11:30AM**

#### **Adriel Sanchez & Bill Maier Reception**

Visit with the dynamic duo that record the popular LIVE daily half-hour Q&A show, "Core Christianity."

**11:30AM-1:00PM**

#### **Barry Meguiar Luncheon**

Drive your appetite for food and inspiration to this special event for innovative new ways to help move people closer to Jesus.

**1:30-3:00PM**

#### **John Sorensen Reception**

Rally around like-minded partners who are passionate about equipping local believers to engage in every day evangelism with the help of Evangelism Explosion.

**4:00-5:00PM**

#### **Focus on the Family Reception (2 of 3)**

Learn the three key ingredients found in each "Focus on the Family" program from their "top chef" Rob Kirkpatrick while enjoying fellowship with the broadcast team.

### THURSDAY

**9:00-10:00AM**

#### **Focus on the Family Reception (3 of 3)**

Receive encouragement of the impact of your radio partnership with the ministry dedicated to helping families thrive in Christ – and learn what's new in 2022!

**10:00-11:30AM**

#### **Ron Hutchcraft Reception**

Connect with your friend and veteran broadcaster who is looking forward to spending time with you and sharing about the new center for developing Native American leadership.

**1:00-2:30PM**

#### **Jim Garlow Reception**

Together with his wife, Rosemary, Jim Garlow shares how they cultivate relationships with global leaders to share biblical principles of governance.

**3:00-4:30PM**

#### **FamilyLife Reception**

Spend some time getting to know co-hosts Dave & Ann Wilson (along with FamilyLife President David Robbins) – "new" to Christian radio but already beloved by their daily audience.

**4:00-5:00PM**

#### **NRB Forum: "Engaging a Hostile Culture"**

Hear Darrell Harrison (Dean of Social Media at Grace to You and popular podcaster—"Just Thinking") who joins the panel for this important conversation.

*Come join us! Check up-to-date location & RSVP details: [Ambassadoradvertising.com/nrb-2022](https://ambassadoradvertising.com/nrb-2022)*



## NAMING NAMES



We love this shot so much we're sending The Family Radio Network (Appleton WI) manager **Paul Cameron** (third from left) a mug with Ambassadors coffee! Also in the pix from Macaul TX, **Chris Chicago** (WAY FM), **Sterling Terrant** (KSBJ Houston), and **Chuck Finney** (Finney Media and host of the group).



Sometimes impromptu is the best plan—great to welcome **Rick Whitmer** (Ron Hutchcraft Ministries) and son, **Jordan**, for their first AAA visit. Jordan is Founder/CEO of HowToLife Movement — a fast-growing global youth movement of students reaching students for Jesus!



Great to welcome **Rob Kirkpatrick** for his first visit to Ambassador—we've asked **John Fuller** to be sure he comes every time from here on!



We love it when the neighbors stop by—and come bearing delicious pastries! Thanks to **Lance Emma** (GM at KWVE) and wife, **Angie**, for the treat.

## {What's in a name?}

- **Heinrich Hertz** demonstrated radio waves in his lab in 1887. The unit of frequency of a radio wave (one cycle per second) is named in his honor.
- **Guglielmo Marconi** sent the first wireless communication over open sea in 1897. The message read "Are you ready?"!
- **Reginald Fessenden**, a Canadian inventor, managed to transmit the world's first voice message in 1900.
- **David Sarnoff**, founder of RCA (Radio Corporation of America), fought hard to avert FM radio from succeeding. Eventually, **Edwin Howard Armstrong**, the inventor of the FM radio, committed suicide due to emotional and financial distress that he suffered from RCA lawsuits.



In most parts of the country, a hearty stew is still welcome supper fare—here's one to try in March! (And if you need something to top it off, ask for a copy of our cookbook to find the recipe that the Morris family favors for Cherry Pie! Email [peg@ambaa.com](mailto:peg@ambaa.com) to request "The Ambassador Family Cookbook".)

## FROM OUR KITCHEN



### Meet the Chef

For more than two decades, **Charles Morris** has uniquely reminded listeners each day that "it's all about Jesus." As a former journalist, his perspective is always timely; as a theologian, it's also always biblical. In addition to the half-hour daily, Charles' voice is also heard on two companion 1:00 features—"Haven Now" and "Anchor Today," an outgrowth of the popular Haven devotional. Residents of Point Roberts WA, Charles and wife, Janet, are also writers—and cooks as evidenced below! And, by the way, celebrate a wedding anniversary this month on March 17!

#### PRIME TIME

## Mama's Mountain Stew

CHARLES & JANET MORRIS



**Beef broth (I use a box and then add some bouillon cubes and water)**

**2 pounds of stew meat (cut the pieces so they aren't too big)**

**2 bay leaves**

**1/2 cup flour**

**Salt**

**Olive oil**

**1/2 cup red wine**

**7 small red potatoes, chopped**

**20-30 baby carrots**

**2-3 stalks of celery, chopped**

**1 large onion, chopped**

**3 cloves garlic, diced**

**1 package of sliced mushrooms**

**1-2 cans of diced tomatoes**

**1/4 cup ketchup**

**3-4 tablespoons Worcestershire sauce**

**A few drops of hot sauce**

**2 tablespoons brown sugar**

**Salt**

**Ground pepper**

**1/2 teaspoon thyme (more if you have fresh)**

*This stew is an ever-evolving concoction which started when we lived up in the Rockies above Colorado Springs.*

Fill a Dutch oven a little over half-full with broth and bay leaves, bring to a boil and reduce to a simmer.

Toss the meat in flour and salt, brown in olive oil and add to broth. Deglaze skillet with a little wine and add to Dutch oven. Let simmer covered for 1-2 hours.

Add chopped carrots, celery and potatoes.

Sauté onions in olive oil until lightly browned and add (deglaze and add).

Sauté garlic in olive oil until fragrant and add (deglaze again and add).

Sauté mushrooms in olive oil until light brown and add (deglaze again and add).

Add all other ingredients and simmer covered another couple of hours, uncover and cook until not too watery (1/2 hour or so).

*NOTE: The reason it comes out different every time is that I keep tasting towards the end and if it isn't flavorful I add another dash of this and that. If the broth gets too thick, add a little water. You can add some fresh parsley to it at the end for color and it's good with some grated parmesan on top.*



# Ambassador

ambassadoradvertising.com

1641 Langley Avenue  
Irvine, CA 92614

949.681.7600



@AmbassadorTeam

#AmbassadorLife

## It's March (already)!

*"In like a lion, out like a lamb"?  
Whatever the weather in your  
neck of the woods, here's  
a quick glimpse at what's  
happening this month—and  
in the months ahead!*



**Mar 1-11:** Matthew West joins **Max Lucado** on a very special tour to Israel including visits to the historic biblical sites and opportunity to experience Middle Eastern culture firsthand.



**Mar 3:** Happy Birthday to **Brad Mattes**, President of Life Issues Institute. In addition to the 1:00 daily feature he voices, check page 3 for what else is keeping Brad busy these days!



**Mar 8-11:** At Grace Community Church (Sun Valley CA), **John MacArthur** and team host the annual Shepherds' Conference with guest speakers including Voddie Baucham, H.B. Charles and others.



**Mar 25:** And Happy Birthday to Pastor **Adriel Sanchez** from Core Christianity. Meet Adriel and co-host Bill Maier at a special open house at NRB. Check page 5 for all the details!



**Apr 17:** Easter Blessings! Check inside for the various special features available ... and check our website for the **holiday tool kit** of graphics, PSAs, and much more!



**May 17:** **Don Green** ("The Truth Pulpit") hosts "An Evening with John MacArthur: To the Glory of God" in Cincinnati OH. Longtime associates, Don and John will be joined by special music from XX.



**Sep 4-7:** It's back to Opryland (Nashville TN) for another "Sing!" conference featuring Keith & Kristyn Getty with guests including **Joni Eareckson Tada**, **John MacArthur** and many others.

*"Next time!" In what  
calendar are kept the  
records of those next  
times which never  
come?*

—Helen Hunt Jackson