



Ambassador

We Connect. Ministry and Media.

MAY
2022
UPDATE



“ I learned more about Christianity from my mother than from all the theologians in England. ”

—John Wesley

INSIDE

- SeeLife 2022:** Seize this pro-life moment with Focus on the Family Page 3
- Sharing Hope:** Learn what's changing on May 2 for Joni Eareckson Tada Page 5
- In the Kitchen:** Discover a new treat that's a Ron Hutchcraft family favorite Page 7

DID YOU KNOW?



In partnership with Mission Eurasia, **Haven** has raised more than \$1,110,804 (as of March 28)—every dime of which

is for aid to the people of Ukraine. With “boots on the ground,”

Charles Morris has been updating audiences regularly with news from the war-torn country. We continue to pray!

The latest book release from **Max Lucado** is “Start with Prayer”—a special collection of 250 prayers, paired with timeless Scripture, to help readers develop hope no matter the situation faced.



Think people don’t listen “long” anymore? According to the ministry’s 2021 Annual Praise Report,

83% of listening to their list of audio resources (English language) is to the daily half-hour **Revive Our Hearts** program!

As part of its extended impact, **Core Christianity** is developing a line of foundational Bible studies



such as “Core Christianity 101” and “How to Read the Bible” as well as focus on books of the Bible like Romans, Philippians and Revelation. Check the website for full information.

WHAT’S NEW ON AMB-OS

Five New Features Join Amb-OS!

The Money Minute with **Chuck Bentley** is a daily one minute feature that provides sound and balanced biblical advice to everyday financial questions. Chuck Bentley is CEO of Crown Financial Ministries, a global Christian financial ministry, founded by the late Larry Burkett. To request permission to air *The Money Minute*, contact Mike Murray at 615-534-2000 or mikem@gsfmedia.com.



The HopeLine with **Dawson McAllister** is a brand new 2-minute short feature devoted to modeling healthy conversations with our kids. And now, from a priceless archive that contains countless hours of life-giving material, this new 2-minute short feature will freely share these ageless treasures. To request permission to air *The HopeLine*, contact Daniel Noblitt at 818-865-0180 or danieln@rkmedia.co.



Faith Comes By Hearing is a daily one minute story hosted by master storyteller, **Morgan Jackson**. It’s designed to reinforce the power of God’s spoken word, inspiring listeners to “take hold of that which is truly life!” (I Timothy 6:19) To request permission to air *Faith Comes By Hearing*, contact Daniel Noblitt at 818-865-0180 or danieln@rkmedia.co.



The Christian Perspective with **Dr. Chris Hughes** encourages listeners to live boldly in Christ and engage the culture with Biblical confidence and discernment. Each weekday, listeners hear with cutting-edge commentary that cuts through the mainstream media. *The Christian Perspective* airs on the Truth Network weekly and is now being syndicated across America! To request permission contact Rachel Torres at 336-759-0363.



Unapologetic with **Julia Jeffress Sadler** expands to 25-minute weekly on Amb-OS. Author, reality TV star, and daughter of Dr. Robert Jeffress, Julia uses her counseling training, biblical foundation, and sense of humor to provide a fresh biblical perspective to difficult cultural topics. To request permission to air *Unapologetic* with Julia Jeffress Sadler, email RK Media at info@rkmedia.co, or call (818) 865-0180.





SPEAK UP
FOR LIFE

FOCUS ON THE FAMILY®

SEIZE THIS PRO-LIFE MOMENT™

In anticipation of heightened attention around the *Dobbs v. Jackson* Supreme Court ruling (with potential implications for the historic *Roe v. Wade* decision), Focus on the Family wants to help your listeners be calm, courageous, and equipped.

SeeLife 2022 will feature a 12-week campaign with a challenge to **"Seize This Pro-Life Moment."** Beginning on May 2, share a series of powerful video vignettes, point listeners to heartfelt stories on the "Focus on the Family" daily broadcast, and invite families to continue their pro-life journey with the *Valuing Life from the Start* download at focusonthefamily.com/seizeyourmoment.

Contact katie@ambaa.com for promotion details including web banners, social media graphics, and radio spots.

SAVE THE DATE: JUNE 14

Join the **SeeLife 2022 Livestream Experience** featuring pro-life champions Ben Shapiro, Candace Owens and more, with music by Phil Wickham — streaming live on June 14 from the Focus on the Family headquarters in Colorado Springs.

Go to focusonthefamily.com/seelife for more details!

IN LIVING COLOR

A It was baton-passing time for Michelle Blood to Charley Mefferd on behalf of AAA's service to Grace to You. Pictured in front of GTY's offices in Valencia: **Phil Johnson, Jay Flowers, Michelle, Charley, Julie Trotter and Jim Sanders.**



B All about the same mission—and passionate for its accomplishment, **Barry Meguiar** (Ignite America) and **John Sorensen** ("Share Life Today"/EE) enjoyed fellowship in Arizona.



C **John** kept heading West for a stop at Ambassador and a special presentation to our own **Jim Sanders.**



D-E Nothing like a "Weekend to Remember" (FamilyLife) to encourage couples far and wide—In Alaska, **Tom & Kathy Steigleman** enjoyed the weekend in Anchorage while at home, we were thrilled for former AAA staffer **Kari Medina** and husband, **Joe** (Michelle's son) to attend a recent getaway in Redondo Beach CA. Love those photo props!



F "Off site meeting" is code for golf again. The pictured trio: **Jim Sanders, Jim Daly, Chuck Bolte.**



G While in Dallas recently for a Focus on the Family event, **John Fuller** was hosted by **Jeff Mitchell**, GM at KWRD.

H Meanwhile, **Brian Krause** made a stop at WEMI/TheFamily to greet **John Holst**, Community Engagement Manager at the station.



Joni Eareckson Tada

SHARING *Hope*



At April's recording session: Catherine Cobb, Lee Ann Jackson, Joni, and Rainey Floren

It was May 2, 1982 ... the story of Joni Eareckson Tada's life-changing dive into the Chesapeake Bay in 1967 was, by then, well-known. But the well-spring of her perpetually inspiring commentary was only beginning to bubble.

Just over 40 stations began airing "Joni and Friends" that day (about half of those are still part of the network), **now joined by another 1,250 outlets** that are providing Joni's daily dose of inspiration to thousands nationwide. Young or old, abled or disabled, all of us encouraged by her transparently vibrant confidence in the God she loves.

This month, marking the continued commitment to share hope, the official title of the 4:00 feature shifts to exactly that—**Sharing Hope**. The daily 1:00 is re-titled **"A Moment with Joni."**

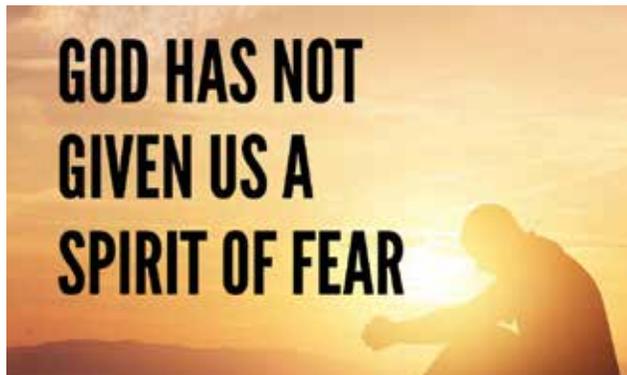
So ... it's another "Happy Anniversary" for this remarkable servant—and the team that surrounds her and makes the impacting outreach of the organization possible. Now ... on to the next milestone!

STATION PARTNERS

Just a reminder that our website has everything you'll need for updating websites with the new title and accompanying graphics. Thanks for making that change this month!

If you would like to send Joni a special greeting as forty years are celebrated, send your email c/o CCobb@joniandfriends.org!

More special programming ahead ...

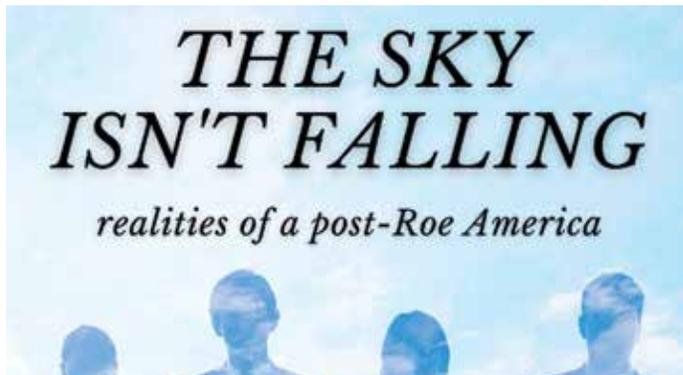


God Has Not Given Us a Spirit of Fear
(For airing May 2022)

Celebrating National Day of Prayer (May 5), Carter Conlon shares transparently his own struggle as a young man hit with debilitating panic attacks. Giving his life to Christ, he discovered the truth of 2 Timothy 1:7. It's a personal—and powerful—message on the importance of prayer!



CARTER CONLON
Times Square Church



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.



BRAD MATTES
Life Issues

*More for
May/June:*

✿ Check our website for a comprehensive tool kit helping stations honor the **National Day of Prayer** with graphics, audio and more.

✿ Then it's **Mother's Day** (May 8)—you can go to the same place for a full complement of assets to celebrate the moms in your audience!

✿ Check our website for **Father's Day** (June 19) resources celebrating dad in PSAs, social assets and more.



One Special Person ...

She was a recent graduate of Biola University, looking for a place to use her education—and talents—for Kingdom work. Serendipitously, **Katie Burke** had recently spent a short-term missions assignment in Quito with several fellow students—including Jim Sanders (the “younger”). And that was the connection that fortuitously brought Katie to AAA in 2004.

Talented on so many fronts, Katie became our “go to” person on many of our designed creative endeavors including this piece as well as our weekly “A-List.” That’s, of course, in addition to constant interface with ministries and station personnel that have always been upbeat.

So ... you can imagine it isn't easy to say goodbye to Katie who moves into a new chapter as she becomes Marketing Director for **Through the Word**—a wonderful ministry led by her good friends whose outreach has grown exponentially over pandemic years.

(Check out throughtheword.org and download the app!)

Knowing this is His leading for Katie, we rejoice with her as she continues to serve the Lord in a new setting but with the same heart for impacting lives for Christ. It doesn't get any better than that!

You can send Katie your own farewell at Katie@ambaa.com until May 27!

Our relationship with Ron Hutchcraft Ministries came too late to have it included something from Ron in our cookbook. But this will definitely go into the second one—if that ever happens! If you tackle this recipe, send us a photo—we'd love to include in an upcoming edition of Update!



Meet the Chef

He's such a veteran of Christian radio that most station personnel count **Ron Hutchcraft** a personal friend. His 4:00 daily feature ("A Word With You"—now customized for stations) is delivered with such warmth and creative inspiration, it'd be hard for listeners not to also count him a friend. We're glad we do too!

MORNING DRIVE

Frybread

RON HUTCHCRAFT



- 3 Cups flour
- 1 Tbsp. baking powder
- 1 Cup warm water
- Optional ½ tsp. salt
- Vegetable oil



My Navajo daughter-in-law (pictured here with my son), often makes frybread for special family occasions. Part of our ministry is among Native American young people from numerous tribes across the continent, so frybread is a special family favorite. Frybread varies from tribe to tribe — thickness, diameter, but it's always tasty. Our family unanimously chose to share this frybread recipe — we hope it will be a yummy and encouraging reminder to pray for the first people of North America.

Combine all the ingredients together, except vegetable oil.

Knead the dough. Once it is doughy, set it aside for 15 minutes.

Put about 1 cup of vegetable oil in a frying pan.

Once that is heated up, take a small piece of dough, and test it in the oil, to see how it cooks.

Once it is warmed up, tear off a piece of dough about the size of your fist, and roll or pound it out till it is ¼ inch thick.

Put it in the frying pan. Make sure the frybread is not totally in oil, but halfway covered.

When it is golden brown, turn it over with a fork, and let it cook on the other side, also until golden brown.

When done, remove from oil, and enjoy with toppings like honey, powdered sugar, or taco toppings!



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#AmbassadorLife

This year is now one-third completed (much to our proverbial surprise)—but there's still much ahead! Just take a look at these events as only a sampling of ministry activity, extending reach beyond the broadcasts with impact.



May 17: "An Evening with John MacArthur" is hosted by **Don Green** ("The Truth Pulpit") at the BB&T Arena (Cincinnati).



May 18-20: Being held this year at the Ark Encounter, Grace to You's *Truth Matters* is a sold-out conference with **John MacArthur** and others.



May 21: Wishing **Anne Graham Lotz** a very Happy Birthday today! Her "Daily Light for Daily Living" is heard Monday-Friday nationally.



May 25: And best wishes on another birthday to Well Versed's **Jim Garlow** ("The Garlow Perspective") as well.



Jun 10-12: FamilyLife's "**Weekend to Remember**" getaways held in Houston, Austin and Orlando—check ministry website for a full schedule.



Jun 25: "Equip America" (**John Sorensen**) comes to Harrisburg OR while a Spanish language edition is hosted in Houston TX.



Aug 20: Focus on the Family hosts "**Wait No More**"—a one-day event designed to "prepare hearts and homes for kids in foster care" in Birmingham.

Check inside for more details on special programming available for May and June. And be sure to read our weekly email-delivered *A-List* for regular updates on timely program content generated to keep listeners informed and encouraged!