



Ambassador

We Connect. Ministry and Media.

JANUARY
2023
UPDATE

May the favor of the
Lord our God rest on us;
establish the work of
our hands for us—yes,
*establish the work
of our hands.*

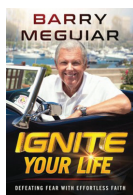
— Psalm 90:17



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DID YOU KNOW?



His enthusiastic urging that every believer ought to be sharing Jesus with others—

with everyone we encounter—comes to print form with release of **Barry Meguiar's** new book titled "*Ignite Your Life: Defeat Fear with Effortless Faith.*"

Start the new year right and join **Ken & Joni Tada** as



they read through the Bible in 2023. Go to the Joni and Friends website for full details!

The **A** LIST

We appreciate dropping into your mailbox each month with publication of *Update*. But if you want to stay thoroughly current on AAA ministry activities, don't miss reading "**The A-List,**" our Friday AM email. We give you a glimpse at the week ahead, ministry updates, links to news and more. Not receiving yet? Send a note to Jennifer@ambaa.com and we'll be sure your name is added to our list!

Our cover features the verse our team has chosen to anchor 2023 at Ambassador. We're praying this for ourselves and for those we serve—both stations and ministries.

"A ROSE BY ANY OTHER NAME"

There are few Shakespearian quotes more familiar than this one delivered by Juliet to her star-crossed love, Romeo. The Bard had it right: It doesn't matter the name you use to describe a thing. What matters is the quality of the thing itself.

That happens to also be for programs delivered on Amb-OS. At times, for various reasons, names are changed. That's the case for longtime ministry partner, *MoneyWise*. If you carry *MoneyWise* on your station, you've likely heard that **the ministry's name is changing to *Faith and Finance*** effective January 2, but the superb biblical insight will remain, focusing on the stewardship of God's resources.



In fact, **both** program names **and** file names are changing. If you're permissioned for *MoneyWise* programs, your permissions will be automatically copied over. For one month, Amb-OS will be delivering both old and new files. The content will be the same on both files. While permissions will be added automatically, **you will need to update your local transfer file names** in the Amb-OS User Interface before January 31.

If you have any technical questions, please call 877-262-6728 or email support@amb-os.com.

MNYW_MYW5	<i>MoneyWise Daily</i>	→	FAFN_FAF5	Faith and Finance Daily
MNYW_MYW1	<i>MoneyWise Weekend</i>	→	FAFN_FAF1	Faith and Finance Weekend
MNYW_MYM5	<i>MoneyWise Minute</i>	→	FAFN_FFM5	Faith and Finance Minute
MNYW_M265	<i>MoneyWise Daily 26-min</i>	→	FAFN_F265	Faith and Finance Daily 26-min
MNYW_M261	<i>MoneyWise Weekend 26-min</i>	→	FAFN_F261	Faith and Finance Weekend 26-min

We're grateful to a group of broadcasters who are now beta testers of our new AMR-200 receiver. The software (OS and User Interface) are working well. Now we're fine tuning the last rare bugs that always seem to raise their head when installed on a variety of environments. We'll be testing interoperability with the AMR-100, software functionality for pre-recorded programs, customized content and live streaming.



The fact is, even after these tests are done, improving the receivers won't stop! Development will continue as we maintain both threads (AMR-100 and AMR-200) of User Interface and OS support. Many of the features we now enjoy are a direct result of your feedback. So, as thoughts come, send them our way! Email us at support@amb-os.com.



"This Sanctity of Life special holds a message very dear to my heart. Abortion in the Church isn't about politics. It's about ministry for hurting and troubled hearts. We tell listeners why and give them the tools to help."

— Brad Mattes, President of Life Issues Institute

**SANCTITY
OF LIFE
SUNDAY**

This Sanctity of Life Sunday, January 22, join **Brad Mattes** and special guests devoted to pro-life ministries for an all-new uplifting and engaging special.

Now more than ever, with the major changes to abortion laws last year, believers have a tremendous opportunity to care for mothers (and fathers) in need. In the special, Brad and his guests speak on the ways the Church can support these women and their babies in our post-Roe world.

No Woman Stands Alone

A Life Issues Sanctity of Life Special
with Brad Mattes

Special Guests

Pastor Brad Bramlet

Pastor of River City Church (Lewiston ID)

Amy Ford

Co-founder & President of Embrace Grace

Alveda King

Founder & President of Speak for Life

Heather Lawless

Founder of Reliance Ministries
and Reliance Center

Jill Stanek

Community Outreach Manager for Her Plan

Program Specs

Format: 26:00 Radio Special

Air Date: Sanctity of Life Sunday
January 22, 2023*

*May be used throughout the month

Contact: Lee Ann Jackson
lee@ambaa.com
949-681-7644

NOTE: This special has already been
delivered to your **Amb-OS** receiver.

Additional Resources

Listeners will be invited to download a list of practical ways to engage in support of moms who choose life. This and other evergreen resources will be available at the Life Issues website at no cost.

With confirmed airing, you'll find supporting graphics and promos (written and audio) to get the word out to your listeners about this special.

Visit the *No Woman Stands Alone* page on our website at ambassadoradvertising.com/no-woman-stands-alone-2023.

Serving the Pro-Life Message All Year Long!

- Find more related resources in our Sanctity of Life Tool Kit, available on our website at ambassadoradvertising.com/station-tool-kits. These can be used anytime!
- Consider airing the 1:00 daily "Life Issues" with Brad Mattes to stay current on events impacting the pro-life movement.
- Visit the "Pro-Life" page at the *Focus on the Family* website for information on a wide array of related topics including abortion, adoption, elder care, end of life, pre-born and much more.

OUT & ABOUT



1-2 Celebrating the life of **Steve Douglass**, our Jim Sanders was privileged to be at the memorial service in Orlando where it was great to greet mutual friends including **David & Meg Robbins** (FamilyLife) as well as **Holly Meade** (Liberty Counsel) and **Larry Hauer** from Cru.



3-5 The history of their relationship is a long and rich one so it was a delight for **Ron Hutchcraft** to be back at Moody Radio (Chicago) in November in conjunction with Native American Month. Along with sons, Doug and Brad Hutchcraft, and several "On Eagles' Wings" young Native leaders, the visit included Ron doing six separate live segments, for Moody O/Os. Ron and friends were also featured on Chris Fabry Live, sharing "Stories of Hope" from Native America.



6 From 10K-foot high Navajo Mountain (Utah), **Terry Cowan** (GM-KNLR/Bend OR) worked with **Chuck Harper** (CEO for Western Indian Ministries) to install equipment at the transmitter site for newly-acquired KPGX—expanding outreach of the radio network serving native Americans with the Gospel message.

7 Good friends **Bruce & Pam Main**, founders of Urban Promise (Camden NJ) made a stop at AAA also while in SoCal for a family Thanksgiving. If you're not familiar with the organization, we highly commend it to you!

8 While the place was nearly empty during the Thanksgiving holiday, we were so happy to greet **Bill Blount** (Blount Communications) when he and Debbie came West for turkey!

A Word of Appreciation . . .

We thank you!

This year we had the privilege of being encouraged by partners in ministry who spoke to our team during weekly staff devotions. With the pandemic, we initiated meeting by Zoom—a serendipity of which was being able to include staff in MN, TX and Washington) and being able to hear from friends all across the country.

We're so grateful that these very busy folks took time to inspire us. And remind us that every "life story" is an extraordinary one when He is leading the way!

{	Doug Apple	Carl Miller	}
	Robert Baltodano	Bruce Munsterman	
	Paul Batura	Wayne Pederson	
	Gene Bender	Jack Pelon	
	Bill Blount	Glenn Price	
	Rich Bott	Margaret Sanders	
	Phil Brazell	Beth Schafer	
	Erin Davis	Jim Schneider	
	John Fuller	Joni Eareckson Tada	
	Mark Green	Brian Taylor	
	Billy Irvin	Dan Warne	
Troy Kreichbaum	Frank Wright		

By the way, we hope you'll say YES when we ask YOU to do the same 😊!

On The Set Of _____

Amazing Grace

This month marks the 250th anniversary of a significant date in the life of the church—the day that John Newton preached and his congregation in Olney, England, sang for the first time what would become one of the most popular songs in the English language—"Amazing Grace."



In conjunction with the milestone, **HAVEN Ministries** has already begun filming a high-end documentary with spoken re-enactments. Portraying the older Newton will be John Rhys-Davies (known for roles in "Lord of the Rings" and the Indiana Jones series). Jeremy Theobald plays the middle-aged Newton, when the famous hymn was written. The two actors will be joined by Christian scholar Dr. Bruce Hindmarsh, the world's leading authority on both the preacher and the hymn.

The 90-minute film, shot on location in England, will be released by HAVEN Films this fall. You'll be hearing more from **Charles Morris** and us about the project as it comes to fruition!



"Where's the Beef?" Right Here!

Looking for substantive long-form content that will encourage listeners for a half-hour every day? We highly recommend these outstanding communicators who speak from a thoroughly biblical perspective on what concerns audiences most.



Core Christianity

Helping people experience the comfort of the gospel and gain confidence and wisdom from the Word of God.

Anchored by **Pastor Adriel Sanchez** with radio veteran **Dr. Bill Maier**, this LIVE daily is dedicated to helping the body of Christ by answering the tough questions of our time.



Focus on the Family

Helping families thrive.

With over 40 years of trusted, compassionate stories of redemption, hosts **Jim Daly** and **John Fuller**, with special guests each day, offer biblically sound marriage and parenting help that is relatable, practical, and interesting.

Grace To You

Unleashing God's Truth, One Verse at a Time

Renown for biblical exposition, the hallmark of **Pastor John MacArthur's** ministry are messages on the Word of God. Both topical as well as book studies are part of the legacy of John's more than 50 years teaching Scripture.



HAVEN Today

Engaging and encouraging people to behold and follow Jesus Christ.

A legacy ministry that began almost 100 years ago is now led by **Charles Morris** whose unique blend of education and experience as theologian and journalist make the timely inspiration each day an impactful encounter.

Revive Our Hearts

Calling women to freedom, fullness, and fruitfulness in Christ.

Nancy DeMoss Wolgemuth's love for Christ and His Word is infectious and permeates her teaching on *Revive Our Hearts*. Now on-air for more than two decades, millions of women have been encouraged by Nancy's studies.



The Truth Pulpit

Teaching God's people God's Word.

Ordained by Grace Community Church, **Don Green** is a clear and passionate Bible teacher, as well as a personal and loving shepherd for Truth Community Church (Cincinnati OH). The daily program features messages from his pulpit ministry.

Introducing a New Feature . . .

Some months ago, we spotted a fascinating piece in the Washington Post titled “How Do You Organize Your Books,” with response from a variety of renown authors (with a wide variety of organized approaches—or not). We got to thinking ... wonder how the authors we know and love and serve with broadcast content do the same.

So ... first in what we hope will be a series ... here's a glimpse at the shelves that **Joni Eareckson Tada** sees daily. Enjoy!

WELCOME
TO MY
BOOKSHELF

Joni Eareckson Tada



“ I could snap a photo of my shelves that hold books by the Puritans and favorite poets, but it would be nowhere near as interesting (nor as cluttered) as the shelves which contain the art books in my painting studio.

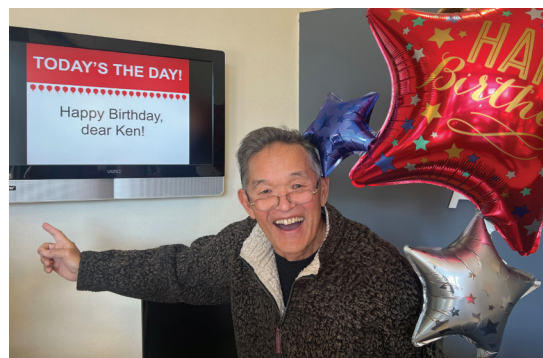
For years, before I began preliminary sketches on compositions, I would sit for hours leafing through massive volumes containing works of art by Degas, Cassatt or John Singer Sargent. I knew that spending time with the Masters would elevate my own sense of what I was capable of creating on canvas.

But no art book should sit on a shelf without its painterly companions, and so my shelves are stuffed with bottles of brushes, canvases, jointed mannequins, tubes of paint, and scriptures to inspire me on.



And although I cannot render the large paintings I used to execute – pain prohibits that now – I can at least work on smaller canvases. It means I still need to reach for my art books in order to enlarge my vision, albeit on a more modest scale. And should you visit my studio, I may ask you to pull up a chair, reach for that big one on Rembrandt, sit near, and flip the pages for me – it'll inspire us both! ”

An annual tradition (interrupted during pandemic years) is for Joni to record at Ambassador in December. This year it was such a treat to welcome the team back to AAA and when the days in Irvine serendipitously included December 13, Ken's birthday, the celebration became multi-faceted! Joy to the world, indeed!





Ambassador

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#AmbassadorLife

We're Off . . .

A new year begins and already the pages of our AAA calendar are filling up with events, celebrations, milestones and more. Here are just a few for January to start the year off right!

HOPE RESTORED®

A Marriage Intensive Experience

January 9-12: From **Focus on the Family's** "Hope Restored" ministry, "Marriage Intensives" will be held at all three of the HR locations (Georgia, Michigan and Missouri). Check the website for full details!



January 11: Happy Birthday to **Max Lucado** whose fountain of "UpWords" (both spoken and published) have been encouraging thousands for nearly 40 years.



January 11: Anniversary blessings to **Rosemary and Jim ("Well Versed") Garlow**. Wherever in the world you are ministering today, congratulations!



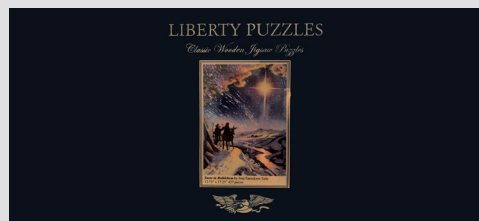
January 16: "Darkness cannot drive out darkness, only light can do that. Hate cannot drive out hate, only love can do that."—**Martin Luther King Jr.**, born 1/15/1929 but whose birthday we celebrate today.



January 19-22: **Anne Graham Lotz** will be participating at the Legacy Weekend for Fellowship of Christian Athletes in Palm Beach FL.



January 22: Initially launched in 1984 by presidential proclamation (President Ronald Reagan), today is **National Sanctity of Human Life Day**. See page 3 for more on how to mark this important day.



January 29: It's **National Puzzle Day** and for the *first* person to request it, we'll send you a specially-commissioned wooden puzzle featuring Joni Eareckson Tada's Christmas image.

. . . And Running!

"The object of a New Year is not that we should have a new year. It is that we should have a new soul ... unless a man starts afresh about things, he will certainly do nothing effective."—G.K. Chesterton