



Ambassador

We Connect. Ministry and Media.

MARCH
2023
UPDATE

A light exists in Spring,
not present in the year

March At any other period, when
is scarcely here.
— Emily Dickinson



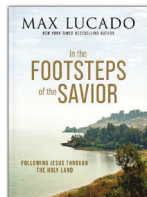
INSIDE

- Friends at AAA:** We enjoyed time with the team from Focus on the Family as well as other special guests!.....Page 3
- All New!:** A new upcoming special *and* a new book. You don't want to miss these!.....Page 5
- Welcome To My Bookshelf:** Charles Morris shares the books that take up his bedside table.....Page 7

DID YOU KNOW?

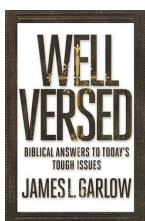


Continuing its expansive global outreach, **Revive Our Hearts** South Africa is now releasing *Seeking Him* (1:00 daily) in Afrikaans and Tsonga. See Calendar page for more about the ministry's impact internationally.



New from **Max Lucado** is a six-week online Bible study and companion book titled *In the Footsteps of the Savior*. Beautiful Holy Land photography is interwoven into the in-depth teaching on the life of Jesus.

Don't miss the "Live It Challenge" from **Focus on the Family**—each month you'll have opportunity to engage in discussion guides and resources to help share Jesus with others.



Jim Garlow's book *Well Versed* has just been published in the Albanian language, in addition to editions in English, Spanish, Portuguese and Hungarian.

Along with a team at Liberty University, the ministry is exploring a youth version of the book.

New from **Dannah Gresh** ("Revive Our Hearts") is *Happily Even After: Let God Redeem Your Marriage*. It's a very personal testimony to the forgiveness of Christ that restores people ... and marriages. Dannah says "Broken marriages don't need recovery—they need redemption."



A Short Stroll Down (Tech) Memory Lane

One hundred years ago, the 20's were roaring and Vice President Calvin Coolidge became the 30th President. The industrial revolution was in full swing. **Technology was exploding**: dial telephone, internal combustion engine, airplane, electric light and radio were relatively new to the scene. Ford's earliest automobiles were rolling off the assembly line and the invention of traffic signals soon followed.



Recently reflecting on those technologies triggered a nostalgic technological walk down Memory Lane. As a teenager, I was conscripted into the family business and started dubbing **reel-to-reel tapes on a Magnefax duplicator**. I spent hundreds of hours loading the master tape at the first position, and a blank tape on the five slaves. Since each position shared a common mandrel or capstan, the speed of each

copy would always be exactly the same as the original. Once dugged, the tapes would be labeled and then shipped to awaiting stations.

I'd make an afternoon Post Office run in my VW Beetle to pick up returned tapes stored in grimy USPS canvas bags. I'd log which stations returned which tapes, and then place the reels on a belt which guided them across two powerful electromagnets. **The "degausser" completely erased any audio.** (BTW - The degausser was powerful enough to wreak havoc with credit cards wandering too close and destroy electronic watches. The degausser is still a useful way to ensure that a computer hard drive has left no data behind.)

Then, with blank tapes in hand, the cycle started all over again. Thousands of times. Tens of thousands of times. **As Christian talk radio stations and programs proliferated, so did the demand for help to dub, ship and erase returned tapes.**



Cassette tapes greatly simplified the distribution process. The technical quality was inferior to reel-to-reel, and there were endemic speed issues, but the cost to dub and ship a disposable cassette was a fraction of open tapes. Subsequently, **CD's fixed the quality problem**, but still required time to duplicate and ship audio.

Enter satellite distribution. *Instantaneous delivery gave us timely distribution.* However, the Achilles heel was satellite's dependability. Often stations failed to record the signal, so we scheduled windows of "re-feeds," knowing that there would be problems with the capture of audio.

That's when **Amb-OS's store-forward system** was envisioned and eventually deployed for Christian Teaching-Talk radio stations. **Today, as we roll out our second generation receiver, the AMR-200, we manage more than 75,000 permissions of 440 program file templates for pre-recorded programs.** We feed dozens of hours of live talk and Spanish broadcasts as well. The matrix of which station receives which program is nothing less than phenomenal ... and **it works!** Consistently.



Today, whether via satellite or terrestrial IP, Amb-OS is the most effective way to deliver programming to radio stations.

For that, we're thankful to God, our program partners and our station friends who make it happen!

— Jim Sanders

A Day in the Life...

FRIENDS AT AAA

What a great day we recently enjoyed ... welcoming the team from **Focus on the Family** (John Fuller, Rob Kirkpatrick and Brian Krause) as well as **Eben & Annie Fowler** (Bott Radio Network) who led our staff devotions in person!

The visit happened to fall on "National Pie Day"—and we don't skip a beat here at AAA when it comes to celebrations. Photos prove that!



The Fowlers shared their personal journey—Eben leaving pharmaceutical work when his faith demanded, joining the team at BRN in Kansas City where both are active in the pro-life movement. A blessing to hear their story!



In addition to the great fellowship and food ... we decided **Brian Krause** deserved something special having given up a home-cooked meal to be with us on his birthday. A Duffy Boat ride in Newport Harbor—a favorite SoCal activity especially in beautiful weather—was a treat for all.



Grateful for the privilege of serving in Christian broadcasting with these great friends!

OUT & ABOUT

Enjoying fellowship is such a gift ... here are a few shots of recent encounters—and more!

1 Given the breadth of OC to the Valley, on occasion the team at **Grace to You (Jay Flowers, Steve Ostini and Michelle Blood)** suggest a midway point—and an iconic Burbank restaurant is the perfect choice! (Yes, that's Michelle Blood, formerly AAA, who is working under Jay's leadership on behalf of station relations.)



2 What fun for Peggy Campbell and Margaret Sanders to visit with **Jeff & Sandy Baxter** when vacation days brought the Grand Rapids-based couple West. Our history goes way back to when Jeff & Sandy sang with Day of Discovery—an assignment that eventually led to Jeff's nearly 40 years with Our Daily Bread, currently continuing involvement in TV production. So grateful for friendships that span decades!



3-4 Brad Mattes stays busy in Florida! Recently Jim Sanders was there to work with Brad on an improved studio as the ministry anticipates launch of a new weekly program later this year. A mutual commitment to the pro-life message and movement is shared by Brad and **Ed Atsinger** (Salem) as evidenced by their attendance at a recent gathering of like-minded friends.

5 After being in SoCal (see page 3), **Rob Kirkpatrick** (Executive Producer at "Focus on the Family") headed East for "Podfest" in Orlando. The development of a podcast network for Focus continues including several currently available ("Focus on Marriage Podcast," "The Official Average Boy Podcast" and others)—and has made Rob a popular contributor at podcast conferences.



6-8 Finally ... we just have to say, no one has more fun in life—and with us!—than **Tom Steigleman**. In Hawaii on vacation, he made sure to tote a copy of Update along which guarantees space in an issue. But he's also gifted at surprises—coffee from Alaska (Tom's homebase) being a recent delight received at AAA. (Flavors include "St. SnickerDoodle," "Mushers Blend," and "Arctic Blueberry," for instance!) Thanks again, Tom!



If You Are *Risen* With Christ

ALL
NEW!



A New Easter Special from Carter Conlon

The message of "If You Are Risen with Christ" is a **reminder of the truth of Colossians 3:2**. If we are risen with Christ, we ought to be seeking those things which are above, where Christ sits at the right hand of God.

In other words, Carter explains, "Christ is higher than your inability, higher than your depression, higher than your self image, higher than the limitations that you, or others have put upon your life." Amen!

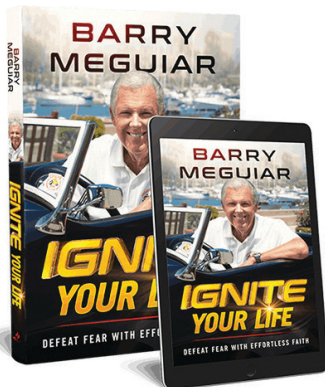
It's a timely message emphasizing a timeless truth that should be our Easter perspective all year round!

Contact Rebecca@ambaa.com if you don't regularly air "A Call to the Nation" for clearance. Delivery via Amb-OS!

As a reminder, in addition to holiday specials, you'll find a complete array of assets for station use in our "Tool Kits" section of "Resources" on the Ambassador website. Help yourself!



A New Book from Barry Meguiar



After a decade sharing his passion for evangelism via the airwaves, Barry Meguiar (Ignite America) has just released his first book. Titled Ignite Your Life: Defeat Fear with Effortless Faith, the book encourages believers to move people closer to Jesus every day.



"Here's the starting line for your walk with God: understand that everything you say and do is moving everyone watching you closer or further away from God. This ignites your life because it completely replaces your obligation to do the right things with wanting to do everything you can to lead people to Jesus. That's when there's purpose, eternal purpose, igniting you to honor God in everything you do."

Contact KatieK@rotw.com to schedule an interview with Barry along with copies of the book for listener giveaways.

Recently a complete Family Toolkit for *Jesus Followers* (written by Anne and daughter, Rachel-Ruth Lotz Wright) was made available for download at the ministry website. The kit provides wonderful additional resources for digging deep into the book's message of encouragement to pass faith generation to generation. Here's just one PDF from that kit that we thought was powerful, especially as we look ahead to Easter.

CREATING A LEGACY OF WORSHIP: *Praise in the Midst of Pain*

He is...

Alpha
Brother
Creator
Deliverer
Emmanuel
Friend
God
Holy
I AM
Jesus
King of Kings
Lord of Lords
Messiah
Nazarene
Omega
Prince of Peace
Quickener
Redeemer
Savior
Truth
Undefiled
Victor
Wisdom
eXalted
Yahweh
Zealous for Us

Excerpted from JESUS FOLLOWERS by Anne Graham Lotz and Rachel-Ruth Lotz Wright

Welcome to My Bookshelf!

In our continuing series, we've asked **Charles Morris**, speaker for Haven Ministries to give us a glimpse of his library.

Stepping into an already historic broadcast outreach more than 20 years ago, Charles quickly became a friend to station personnel across the country with regular attendance at NRB conferences and personal station visits. Under his leadership, Haven has expanded on-air with short feature options ("Anchor Today" and "Haven Now") as well as moving into the realm of Spanish communications with the "El Faro de Redención" program and ministry in Cuba. The bookstand below sits in Point Roberts, Washington, where Charles and wife, Janet, now make their home.

INSIGHT
FROM
HAVEN

Charles Morris



“I wrestled with six rooms at home stuffed with books ... three complete walls then also my library at the Haven office. (No wonder Janet is always pushing me to get rid of more books than I acquire!)

So in the end, I settled on a photo of what currently is on my bedside table.

Of course, there is a **Bible**.

Then also Pulitzer Prize winner Jon Meacham's latest **biography** on Abraham Lincoln and Wilken's tome on **church history** ("The First Thousand Years: A Global History of Christianity").

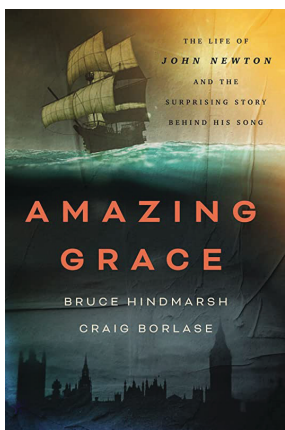
There are also helpful **commentaries** on Philippians and the Psalms. And a **memoir** by theologian Daniel Vestal. And finally, just for a change-up, the latest Bosch **mystery** by Michael Connelly.

As for the cards, these are **letters and personal notes** received at Christmas that I want to reread.



Oh ... and wondering about the **tube of Two Old Goats**? I found this at an old drugstore (founded after the Civil War) in downtown Charlottesville VA. Headed into the soda fountain restaurant in the back, I found this tube which the pharmacist raved about. Said he's been getting great reviews for this herbal treatment laced with menthol. Even my rheumatologist agreed and it seems to help. Of course, in our home, there's only one old goat and it's not Janet! ”

More news from HAVEN . . .



These are exciting days at the ministry as a new Haven Film, commemorating the 250th anniversary of the writing of "**Amazing Grace**," will be released in the Fall. The movie whose cast includes John Rhys-Davies (of "Indiana Jones" fame) will be released in theaters nationwide

A commissioned companion book (*Amazing Grace: The Life of John Newton and the Surprising Story Behind His Song*) has been authored by **Bruce Hindmarsh** and **Craig Borlase** and launches this month.



You are invited to request an interview with **Charles Morris** and the authors to share more about this exciting project. Contact Tamara.Chamberlain@haven.org for scheduling!



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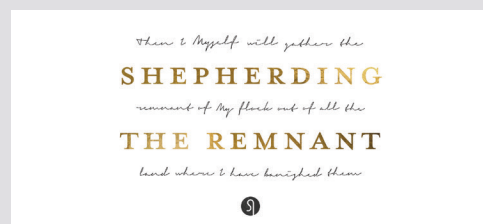
#AmbassadorLife

Celebrating ...

... the Irish saint this month isn't all that March brings. Take a look at who else deserves celebrating—and what else ministries are doing. And, we hope you check out our A-List each Friday for the latest news in our "What's Ahead" segment!



March 3: Happy Birthday to **Brad Mattes**, President of Life Issues Institute and commentator on the daily "Life Issues" short feature.



March 8-10: Once again, there will be an overflow capacity for "The Shepherd's Conference" at Grace Church (Sun Valley CA). In addition to **John MacArthur**, speakers include H. B. Charles Jr., Steven Lawson and others.



March 17: Very best wishes on this wedding anniversary to Janet & **Charles Morris**, speaker for Haven broadcasts.



March 18: A "Wheels for the World" team (**Joni and Friends**) heads to El Salvador. Also this month—teams to Dominican Republic, the West Bank, and Brazil!



March 22: It's a celebratory month for our friend **Brad Mattes** as he and wife, Ellen, mark another wedding anniversary. (Be sure you check February's Update for how they met!)



March 25: We didn't want to just "call it in" 😊! We're singing "Happy Birthday" again—this time for **Adriel Sanchez** ("Core Christianity") who answers Bible questions daily on the live broadcast.



March 31: In Guadalajara (Mexico), thousands of women will be gathered for **Mujer Verdadera '23**, the Spanish edition of the True Woman conference (**Revive Our Hearts**).

Worth Considering.

"The battle is real, but Heaven rules. And in ways we cannot fathom, our prayers down here, frail and small as we are, have a part to play in His grand plan."
— **Nancy DeMoss Wolgemuth**