



# Ambassador

We Connect. Ministry and Media.

APRIL  
2023  
UPDATE



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## DID YOU KNOW?



Ever expanding its global reach, the Mandarin edition of **Joni Eareckson Tada's** radio feature is now available on the TWR360 platform. Next up (prayerfully) will be Portuguese!



As a companion to the media campaign "He Gets Us," **Max Lucado** has authored a book of the same title. Subtitled "Experiencing the Confounding Love, Forgiveness and Relevance of Jesus," the book includes response to 14 of the most frequently asked questions about Jesus.



Work continues on the development of a new weekend half-hour feature from *Life Issues Institute*. A magazine-style format is envisioned including **Brad Mattes** alongside a female co-host. Watch for more news this summer!

One of the latest in an ongoing series of booklets from **John MacArthur** (*Grace to You*) speaks to one of our most difficult issues—*Why Is It So Hard to Forgive?* It's an honest look at the call to forgive and the power that comes from forgiving others.



**Nancy DeMoss Wolgemuth** continues work on the Lifeway Christian Standard Bible project, most recently commentary content on Genesis, Exodus, and Leviticus (nearly 40K words)! The goal is for Nancy to edit one large book of the Bible or two to three smaller books every week through November '23.

## An Ephesians 3:20 Moment

— Jim Sanders

*"Now to Him who is able to do far more abundantly beyond all that we ask or think, according to the power that works within us, to Him be the glory in the church and in Christ Jesus to all generations forever and ever. Amen."* Ephesians 3:20-21 (NASB)

When I read Paul's moving benediction to the church at Ephesus, I always think about Amb-OS. **That's because the depth and breadth of work Amb-OS provides via satellite has grown beyond anything any of us initially could ask or think!** Candidly, I had no idea where it would take us when this all started.



I walk into our Technical Operations Center and I stand amazed! We are at that Ephesians 3:20 moment. Consequently, we know God has had His hand on this project. God has brought us here.

**Amb-OS started as a simple idea to meet a simple problem:** How to get teaching/talk programs to stations in a timely fashion. The technology would require hands-free operation, consistency, dependability, quality and immediacy.

When we started, for those who would care, we had a room filled with 14 Otari ARS-1000 reel-to-reel automation machines, cart decks and three-line hybrids. A pair of 8088 processor computers were used to close a series of relays. They were fraught with problems and stations would regularly have to call for re-feeds when a program recording was missed.

**Then the idea of a "store forward" system appeared on the horizon.** And more than a few hurdles needed to be clear. For example, we spent a year pursuing licenses for six patents on the technology. Then there was the fact that no one built such a satellite/internet receiver, so we found a wonderful manufacturing companion to help us build the radio. The good news is that through the years, the "if you build it they will come" philosophy has proven true! We serve over 125 different broadcast partners, both live and pre-recorded.



Yes, God has been faithful. At each step along the way, He closed doors and opened others. The result has been absolutely "abundantly beyond all that I could ask or think!" And I conclude as the passage does, **"To Him be [all] the glory."**

## God's Great Outdoors Names a New Host

God's Great Outdoors has been a wonderful broadcast ministry to those especially interested in outdoor sporting. Last November, the Lord called its host and president, Gerry Caillouet, home to be with Him. Gerry's vision was to use outdoor activities as a vehicle to share the Gospel and build into the lives of those who need a deeper relationship with their Creator.



Dean Hulce

The Board of Directors at God's Great Outdoors has recently called **Dean Hulce** to lead the charge. He's a great fit for the program as Dean is an avid outdoorsman, guide, writer and producer. Dean is anxious to further share with sporting insights along with sharing the message of Jesus Christ.

For radio clearance or questions about the broadcast, contact Dean Hulce at [dean@outdoormarketing.org](mailto:dean@outdoormarketing.org)



# See You At NRB2023

May 22 - 25 | Orlando World Center Marriott

**NRB  
2023**

Our team is looking forward to fellowship with friends as we gather next month for the NRB Convention.

Check our website at [ambassadoradvertising.com/nrb-2023/](http://ambassadoradvertising.com/nrb-2023/) for a full complement of information and resources on the event—and read the Friday “A-List” email as we provide updates there weekly!

Meantime ... here’s a sneak peek at highlights to anticipate!

## Come to the Open House!

These ministries will be hosting partners as listed—we’d love to know you’re planning to attend by simply responding to [Marketing@ambaa.com](mailto:Marketing@ambaa.com).



*Focus on the Family*  
5/23 10 - 11:30AM  
5/24 2 - 4PM



*Ron Hutchcraft Ministries*  
5/23 10:30 - 11:45AM

## Core Christianity

*Core Christianity*  
5/24 10:30 - 11:45AM



*Evangelism Explosion*  
5/24 1:30 - 2:30PM

## Attend these Sessions!

The NRB team has planned a plethora of events but we are prejudiced about the value of two in particular:



*Living in the Dobbs Era: Life After Roe*  
Brad Mattes (*Life Issues Institute*) – Panelist  
Tuesday 5/23, 9:00 – 9:45AM



*Workshop – Podcasting: Don’t Leave Home Without It!*  
Moderated by Rob Kirkpatrick (*Focus on the Family*)  
Thursday 5/25, 1:15 – 2:00PM

## Record an Interview!

Speakers attending include the following—all of whom would be delighted to meet you for an on-site interview, schedule permitting:



John Fuller  
*Focus on the Family*



Ron Hutchcraft  
*Ron Hutchcraft Ministries*



Adriel Sanchez  
*Core Christianity*



John Sorensen  
*Evangelism Explosion*



Brad Mattes  
*Life Issues Institute*



Barry Meguiar  
*Revival Outside the Walls*



Charles Morris  
*HAVEN Ministries*



Jim Garlow  
*The Garlow Perspective*

## Special AAA Session “Five Keys to Creating Compelling Christian Radio”

Tuesday 5/23 2:00–2:50PM and Thursday 5/25 9:00–9:50AM

We realize there are many who will be attending NRB to explore the possibility of beginning a media ministry—some hosted by station partners as well as coming on their own. For the first time, **we want to offer an hour session to provide a “rapid-fire” introduction to Christian Media 101!** Everything you’d want to know from production to distribution, from station partnerships to constituency development, from web effectiveness to social media. You’re invited to one of the two sessions. **Please RSVP to [Marketing@ambaa.com](mailto:Marketing@ambaa.com)!**

**Meet our Crew!** Whether Ambassador or Amb-OS dialog, our team would love to connect while at NRB.

Ben Bryggman  
[ben@ambaa.com](mailto:ben@ambaa.com)

Emma Mitchell  
[emma@ambaa.com](mailto:emma@ambaa.com)

Peggy Campbell  
[peg@ambaa.com](mailto:peg@ambaa.com)

Jennifer Perez  
[jennifer@ambaa.com](mailto:jennifer@ambaa.com)

Lee Ann Jackson  
[lee@ambaa.com](mailto:lee@ambaa.com)

Rebecca Richardson  
[rebecca@ambaa.com](mailto:rebecca@ambaa.com)

Charley Mefferd  
[charley@ambaa.com](mailto:charley@ambaa.com)

Jim Sanders  
[jim@ambaa.com](mailto:jim@ambaa.com)



## PARTNERS IN MINISTRY



Karen and **Barry Meguiar** (Revival Outside the Walls) enjoyed fellowship with **Larry Hauer** (Cru)—and nearly 1700 others—while attending Cru's annual Super Bowl Breakfast. More than 600 of the crowd in Arizona indicated a desire to know more about Christ.



It was such a delight to host **John Owens** (WMIT-The Light FM) and **Jim Kirkland** (BRB Media) at our office recently following the CMB event in SoCal. They graciously toted some "Dynamite" (coffee brand) across country for a special treat!

**John Sorensen** was recently in Memphis to film additional content for "Share Life" material being used in partnership with Love Worth Finding, headed by CEO Cary Vaughn. The complete resource for evangelism training is based on the LWF website (as well as at the Evangelism Explosion website).



It was great for our own Jim Sanders and wife, Diane, to engage in a New Life marriage event with Founder & CEO **Steve Arterburn** and also **Larry Sonnenburg** (Vice Chairman) with wife, Rhonda. The friendship with Steve and team has been a long and significant one—wonderful to experience the conference firsthand!

The state of Texas has become a more frequent destination for our own Jennifer Perez and husband, Matt, with a son finishing at Baylor and a daughter, Jess, at Dallas Baptist University. Makes it easier to connect with longtime friends **Ron & Judy Harris** for updates on MEDIAAlliance International (and enjoy the meal at Kincaid's!).



# If You Are *Risen* With *Christ*

PLEASE  
NOTE!



## A New Easter Special for April 9

"If You Are Risen with Christ" with **Carter Conlon** 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. It's a timely message emphasizing a timeless truth that should be our Easter perspective all year round!

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

## — Take God's Word with You Wherever You Go —

Our team was so enthusiastic about these beautiful cards from **Revive Our Hearts**, designed to "ground your heart" in the Word. The set of 52 verses provide pocket-sized reminders of biblical truth—or are ideal for handing to someone needing a word of encouragement.

Each card features bold floral designs with a unique Scripture verse on one side and a summary word or phrase on the other. The cards are enclosed in a fold-tab box, making them portable, giftable, and all around lovable!

If you'd like a set for your personal use, contact [Jennifer@ambaa.com](mailto:Jennifer@ambaa.com) ... the ministry has graciously set aside a number of packets for station partners.



## The Legacy Continues

We're so grateful to our friends at **Grace to You** who long ago set up a scholarship in the name of AAA founder, Al Sanders, who was privileged to serve on the GTY Board for many years.

The most recent recipient is a young man named Joseph from Kenya, married with three children, who is pursuing an M.Div. at The Master's Seminary. His note of gratitude, shared with us, includes this encouraging message:

*The call to serve Christ's church through preaching, teaching, and shepherding is a serious and humbling task. Therefore, it is my primary concern that my life may exemplify godliness and a pursuit of growth in holiness as per the requirements laid out in 1 Timothy 3:1-7 and Titus 1:5-9.*

The call to serve Christ's Church through preaching, teaching, and shepherding is a serious and a humbling task. Therefore, it is my primary concern that my life may exemplify godliness and a pursuit of growth in holiness as per the requirements laid out in 1 Timothy 3:1-7 and Titus 1:5-9.

My desire to train for gospel ministry has grown every time I listen to the men I have come to appreciate such as John MacArthur, John Piper, Sinclair Ferguson, Steve Lawson, and others, all of whom I have never met. Listening to their teachings and sermons always leaves me with a longing for a training that can equip me to do just that.

I believe God has opened the door to join TMS to equip me fully in the service of His Church. I am committed to studying diligently so as not to shame my Lord Jesus Christ and waste such a generous trust. Thank you once again.



Join us in praying that Joseph's heart desire in serving Him in ministry will be fulfilled as he completes training and returns to Kenya.

## *The Global Mercy Sails into Action!* *“One Port – Two Nations” Senegal and the Gambia 2023*

Designed to deliver hope and healing to nations with limited surgical capacity, the *Global Mercy* is now ready to fulfill her purpose. This year marks the first in an expected 50-year lifespan of specialized free surgeries and medical training taking place on board.

In February, the purpose-built hospital ship arrived in the Port of Dakar (Senegal) to much rejoicing as it's expected that over the next five months, more than 800 maxillofacial, pediatric orthopedic, pediatric general, general and eye surgeries will be carried out on board. About 25% of the patients will likely come from the Gambia as the ship serves two countries while in the one port.

The ship has the capacity to accommodate up to 950 people including a community of volunteers from around the world, serving for anywhere from a few weeks to years at a time. Each crew member comes to Mercy Ships to work voluntarily in their area of expertise, from the hospital wards to the galley, engine room, or beyond.



## *Consider Africa!*

More than 1,500 volunteers from over 60 nations serve with Mercy Ships each year. From surgeons and medical staff to the captain, cooks, AV technicians, teachers, electricians, biomedical technicians, and more, our crew has an array of skills and specialties needed to make a difference in the countries we serve!



### Why Ships?

Because 50% of the world's population lives near a coast, our floating hospitals are the best way to reach and treat people in need.



### Why Africa?

Because there are only two physicians per 10,000 people in sub-Saharan Africa, many people suffer and die from treatable conditions.



### Why You?

It takes a wide range of people & skills to run a hospital ship, and our all-volunteer crew makes it happen. You can help make a difference.



# Welcome to My Bookshelf!

Since Ambassador stepped back into serving *Focus on the Family* over a decade ago, one of the greatest delights has been the privilege of reporting to **John Fuller** (VP of the Audio team at Focus) in those responsibilities.

While a talented on-air host for the program and an author himself (see below!), John is also an enthusiastic student of the communications industry. Husband to Dena and dad to six grown kids, John is also a constant encourager to those who know him.

And we thought you would enjoy a peek at his library as we continue this series!

ON  
FOCUS

## John Fuller



“ Like my old radio DJ days, I have “current,” “recurrent,” and “gold” categories for my books.

Within those categories on my shelves I tend to group books by topic and/or by author. Some bookshelves are for recurring use, like Bible study resources. Other shelves are for inspiration.

The “gold” shelves have books I’ve found so valuable that I refer to them often and just cannot part with them.

PS—One shot shows that I have a few extra copies of *First Time Dad* handy to give away. ”  
[Why, thank you, John, for that offer! Send a note to [peg@ambaa.com](mailto:peg@ambaa.com) if you’d like a copy of John’s book!]



## Did You Know?

The “family” of Focus on the Family radio features includes all of the following—be sure to check our website for details or contact [Rebecca@ambaa.com](mailto:Rebecca@ambaa.com) for clearance!

### Focus on the Family

Daily 28:30 & Weekend 55:00 & 27:30  
Providing families with biblically-based everyday insights on marriage and parenting.

### Focus on the Family Minute

Daily 1:00  
Helpful advice and insight for how to strengthen marriages and raise kids on the right path.

### Radio Theatre

Weekly 28:00  
Where classic stories come to life on the biggest screen of all... your imagination!

### Plugged In

Daily 1:00 & 2:00  
Giving families the tools to navigate and understand the world of popular entertainment.

### The Boundless Show

Weekly 26:00  
Helping young adults grow up, own their faith and date with purpose.

### Adventures in Odyssey

Daily & Weekly 25:30  
Presenting the stories, characters and situations kids love... and the values that parents appreciate!



# Ambassador

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#AmbassadorLife

## Impact & Influence.

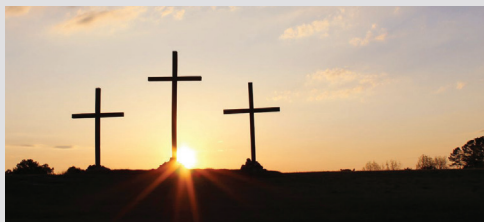
Creating this snapshot of activity each month is always a reminder of the remarkable scope of ministry endeavors—and celebrations—that mark the days of the year. Take a look for yourself—and don't miss the A-List on Friday for updates of the calendar!



**April 1:** "Mujer Verdadera" (the Spanish-language "True Woman" | **Revive Our Hearts** gathering of more than 5000 women) culminates today in Guadalajara (Mexico).



**April 3-7:** With many more Family Retreats to follow this year, **Joni and Friends** hosts a Central California week at Wonder Valley Ranch Resort (Sanger CA). Check the ministry site for a full schedule of these life-giving retreats!



**April 9: Blessings on Easter** as we celebrate the resurrection of Christ. (See Page 5 for our Easter special; visit our website for the Easter Tool Kit!)



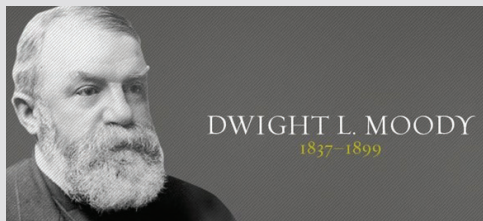
**April 10:** Headed to Mexico (Monterrey and Guadalajara/Ameca) this time, "**Wheels for the World**" (Joni and Friends) teams will distribute life-changing mobility and the hope of the Gospel to those living with disability.

**HOPE  
RESTORED®**  
A Marriage Intensive Experience

**April 17-20:** "**Hope Restored**" Marriage Intensives in Arizona, Missouri and Michigan on these dates. Check the Hope Restored website for more about this powerful experience for couples struggling in their marriage.



**April 18:** Very best wishes to **Charles Morris**, president of Haven Ministries and heard daily on Haven programs, celebrating his birthday today!



**April 21:** In 1855, Dwight L. Moody, a youthful shoe salesman, was converted through the influence of his Sunday School teacher. So grateful for **Moody Bible Institute** and its broadcast endeavors!

## Worth Considering.

"If God can bring blessing from the broken body of Jesus and glory from something that's obscene as the cross, He can bring blessing from my problems and my pain and my unanswered prayer." – Anne Graham Lotz