



# Ambassador

We Connect. Ministry and Media.

AUGUST  
2023  
UPDATE



... the combination of  
delightful weather,  
delightful friends,  
delightful doing ...  
— L. M. Montgomery

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## DID YOU KNOW?



There's still time to air this summer's series of 12 new "The Average Boy" episodes from **Focus on the Family**. Contact [Rebecca@ambaa.com](mailto:Rebecca@ambaa.com) for help accessing content (which can be scheduled as you wish!).



**John Sorensen** ("Share Life Today") reports that last year the EE team in the Democratic Republic of the Congo was able to share the Gospel

with more than 14,000 people—more than eight thousand making a decision for Christ!

All summer long, students are spanning the globe as part of **Cru's** "Getaway 2023" mission trips. Countries include Colombia, Tanzania, Thailand, Albania and others. Now that's what we call "Making Your Life Count"!



Also from **Focus on the Family**, "It's a Baby" is the new ad campaign airing nationwide. The creative presentation is a reminder that, whether in the womb or out of the womb ... we use the word "baby" for description. Indeed!

## THE LATEST FROM AMB-OS

### It Takes a Licking and Keeps on Ticking!

If you remember that Timex slogan, you're likely as old as dirt (like me). But their ads flooded TV's *everywhere*. This memorable campaign underscored the sturdiness and longevity of a Timex watch. (Try Googling the "takes a licking" phrase and you'll be thrown back in the heart of the 70's.)

Well, at Amb-OS, we can go one better!

The main studios of the KTLF Radio Network in Colorado Springs were devastated by a tragic fire in November of 2022. The result was a total loss for the station. Months of reconstruction were undertaken since the fire burned everything in the server room.

Well, *almost* everything.

**One piece of equipment survived the intense heat of the fire and the incredible amount of water that was used to put the fire out. The AMBOS AMR-100 still worked!**

Though it has seen better days (photos below), the receiver powered up and was able to connect and pull down programming!! Our receiver has no moving parts, which is in part why the equipment went unscathed.

It took a licking and kept on ticking!

— Jim Sanders



### New from Amb-OS

We're pleased to welcome the teaching ministry of **Pastor Greg Lundstedt** to Amb-OS. *Equipping the Saints Radio* is a daily 26-minute broadcast centered on Christ-centered, expository preaching aimed to glorify God by proclaiming Christ through His Word (Col. 1:28-29) so that believers would be equipped (Eph. 4:11-16) and the lost would be saved (John 3:16).



**EQUIPPING  
THE SAINTS**

Pastor Greg's career began as a corporate pilot. Then, in 1991, the LORD saved him. Seminary followed as well as church planting. *Equipping the Saints* is now heard on more than 110 radio stations.

For radio placement or questions about the broadcast (daily and weekend), contact Michael Murray at GSF Media: (615) 534-2000 or [mikem@gsfmedia.com](mailto:mikem@gsfmedia.com).

# Finally ... Straight Talk on Life Issues

NEW  
THIS  
FALL!



## *Speaking for Life Issues*

As co-founder and president of Life Issues Institute, since 2003 **Brad Mattes** has been the voice of the 1:00 daily commentary, *Life Issues*, aired on hundreds of stations nationwide.

Intended to help audiences understand the most significant issues impacting the pro-life message, the feature provides timely updates and expert perspective on the entire range of concerns for the sanctity of life.

Despite the Roe v. Wade reversal a year ago, and other encouraging progress for those committed to the sanctity of life, loud voices in our culture continue to push against the idea that every life is sacred—from pre-born to old age.

Given that reality and with overwhelmingly positive response to periodic half-hour specials over the past number of years, **a new 25:00 weekly program will be launched this Fall.**

**"Straight Talk on Life Issues"** will afford a deeper dive into key pro-life topics. Anchored by Brad Mattes, Sharon Kon joins the team as co-host, as the duo monitor breaking news, interview guests, and provide education on foundational pro-life concerns.

"Listeners need relevant, in-depth briefings as stories unfold. Now they'll have it. Straight Talk on Life Issues will educate, inspire, and motivate them every week."  
— Brad Mattes

Check your Amb-OS receiver for a current DEMO of the program, or contact Lee Ann ([lee@ambaa.com](mailto:lee@ambaa.com)) for more details and clearance to air as one of the flagship stations for the network of facilities airing the broadcast.

**Special Note:** With provision of station ID information, Brad will customize for stations/networks placing the program.

## *Meet Sharon Kon*

Born in Kuala Lumpur, Malaysia, Sharon holds a degree in Film and Video Production and is an experienced media contributor who has a passion for the message that is the heart of Life Issues Institute. A mom herself, her engagement in the weekly program affords an added real-life perspective on the issues and dialog.



More than 62.6 million unborn babies have been lost to abortion in the US since 1973, the year the Supreme Court legalized abortion before reversal of Roe v. Wade in 2022.

More than 2,300 babies die every day from abortions.

58.5% of abortions are obtained by women in their twenties.

In 2023, 52% of respondents stated they consider themselves pro-choice, meaning they would leave the decision to abort a pregnancy up to the pregnant woman. Pro-life supporters, 44% of respondents, *oppose abortion altogether.* (Statista)

## Summertime Travels

It was a great meal at the Guy Fieri/"DDD"-recommended "Avila's Mexican Restaurant" when **Jay Flowers** (Grace to You) joined our **Charley Mefferd** for lunch in Dallas.



**Jim & Diane Sanders** enjoyed hosting **John & Dena Fuller** (Focus on the Family) for a long weekend in St. Petersburg that, despite buckets of rain, included great meals, a concert, and plenty of sand & sea!



Back to the *other* Coast, it was dinner with AAA veteran **Roger Kemp** and wife, Lori, while in RK Media stomping grounds (Westlake Village CA). The connection for Jim and Roger goes back to grade school days.



Meantime ... our "Update" was on the road with staffers enjoying get-aways this summer!



At Hume Lake (located in the beautiful Sierra Nevada range in central CA), **Rebecca Richardson** toted a copy—but mostly tried to keep up with the high schoolers she was leading, part of her longtime commitment to serving with the Free Church (Fullerton CA).



Just north of Hume, **Rebecca Jackson** (Lee Ann's daughter who joined us again as a summer intern before returning to Pepperdine) was among the visitors to California's amazing Yosemite—enjoying family time near the iconic Yosemite Falls.



Celebrating her sister's birthday with warm danishes, **Emma Mitchell** spent a weekend in Solvang (just north of hometown Ojai), our tribute to Denmark that is a popular getaway spot for Southern Californians.

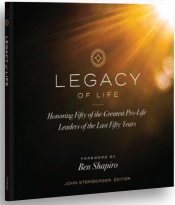
Want to be featured in an upcoming issue of Update? Send us a picture at [peg@ambaa.com](mailto:peg@ambaa.com) of your "Update on the road"!



# *“How Good is a Timely Word”*

Wherever you're headed for summer respite, we recommend you tote any one of the following (or all of them) along for reading that will encourage your heart and challenge your thinking.

**SUMMER  
READING!**



## ***Legacy of Life: Honoring Fifty of the Greatest Pro-Life Leaders of the Last Fifty Years***

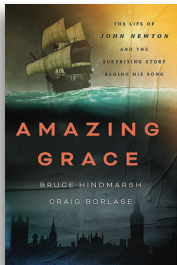
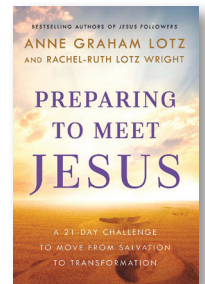
— Contributor: Brad Mattes for John C. Willke, M.D. —

Launched in conjunction with the one-year anniversary of the historic ruling that overturned Roe v. Wade, “Legacy of Life” profiles warriors of the pro-life movement, sharing their inspiring stories. Some of those highlighted include founder of Life Issues Institute, John Willke, as well as Francis Schaeffer, Mother Teresa, Ronald Reagan and others.

## ***Preparing to Meet Jesus: A 21-Day Challenge to Move from Salvation to Transformation***

— Anne Graham Lotz and Rachel-Ruth Lotz Wright —

Drawing on the biblical story in which Abraham seeks a woman of character to marry his son Isaac, the book explores the characteristics God the Father looks for in a bride for His Son, Jesus. Each of these 21 daily reflections, challenges, and prayers reveals how to pursue a life fully devoted to the One who loves you and gave Himself for you.



## ***Amazing Grace: The Life of John Newton and the Surprising Story Behind His Song***

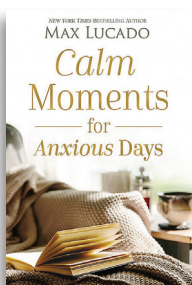
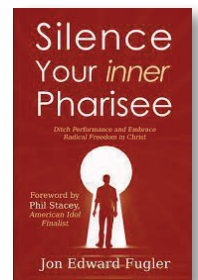
— Bruce Hindmarsh & Craig Borlasse —

This year marks the 250th anniversary of the writing of the world's most beloved tune. In our own tumultuous times, Newton's story is both a timely and timeless one of the relentless love of God and His forgiveness of sins. The book coincides with a 90-minute documentary being produced by Haven Ministries for release this Fall.

## ***Silence Your Inner Pharisee: Ditch Performance and Embrace Radical Freedom in Christ***

— Jon Edward Fugler —

A veteran Christian broadcaster, Jon currently serves as Chief Content Officer for TWR—and has been a great friend to AAA for more than 25 years. The book flows out of a heart that longs to see believers released from a “dutiful” outlook to embrace true freedom in Christ.



## ***Calm Moments for Anxious Days: A 90-Day Devotional Journey***

— Max Lucado —

Scripture, devotional thoughts and practical tools are woven together in this new edition from Max Lucado (“UpWords”) that powerfully underscores the promises of God and is a reminder that we can know peace that is beyond understanding when we trust Him.

## Partners in Ministry

Not long ago—and before her recent retirement—Martha Root at WCIF-FM hosted a special guest at the station—Amy Schipper who serves as Area Director for the Orlando regional Joni and Friend's office nearby.

Amy writes: *Yesterday I visited Hope 106.3 in Melbourne, Florida. The manager is a 20-year Chair Corps volunteer. She was more than eager to put me on the air to talk about Joni and Friends, our Biblical Commission, what's happening in Florida. We spent about an hour on the air as they went about their normal show. Martha shared with me how she had the opportunity to connect with you at the last Sing Conference. I've attached the picture of her and her sister (in the wheelchair).*

To which Joni responded enthusiastically with gratitude for the multi-faceted impact of station relationships which have been forged over the more than 40 years of "Joni and Friends" radio. We agree—it's a gift!\*



Martha Root and her sister Esther, with Joni.



Amy Schipper (L) with Martha Root.

## Now & Then



Under the "THEN" category—we couldn't resist sharing these photos that Adriel Sanchez ("Core Christianity") recently posted on Facebook - thank you, Adriel, for giving us the "green light" to do so!



Who knew that one day that young "whippersnapper" would be so graciously and expertly answering questions about the Bible and Christian faith from listeners to the LIVE daily program.

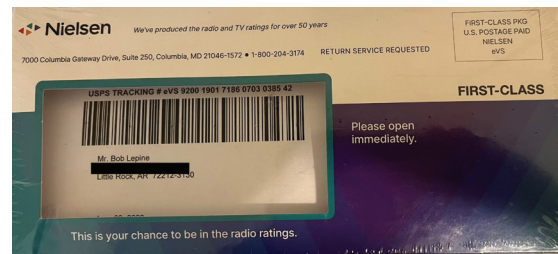


Also pastor of North Park Presbyterian Church, Adriel and wife, Ysabel, are now parents to five beautiful children as well. "Time flies," indeed!

## The Inside Scoop

Ever wonder just "who" Nielsen samples to provide that data that we depend on for measuring audiences—and so much more. Well, just take a look at the envelope and be glad. We're thinking *this* panelist will weigh in with a positive vote for Christian radio 😊! At least we *think* so! Thanks, Bob Lepine!

NOTE: According to Nielsen, "Our measurement devices pick up audio codes in content to know what is being viewed and listened to. We collect the data rigorously, then use a combination of science and statistics to get the ratings."



\*That results in feedback like this:

*Dear Joni— I remember hearing you on the radio as a kid back in the early 80's. I grew up in Youngstown, Ohio and we used to hear you on our way to school, I think on a translator of WCRF out of Cleveland. I'm 47 now and I wanted you to know how much I have been encouraged by your program over the years but especially over the last 10 years or so. I do landscaping for a living and I hear you the most often when I am plowing in the winter when your program comes on WPEL around 4:45AM. Though I am not physically disabled nor had anyone in my immediate family or friends who is disabled or even who is a caregiver, I have experienced suffering in my marriage. You have encouraged me, often moving me to tears. I really just wanted to tell you how much I appreciate you and your ministry. Thank you. May God richly bless you!*

# Wisdom from a Lifelong Journey with Jesus

WELCOME  
TO MY  
BOOKSHELF

Not long ago, **Nancy DeMoss Wolgemuth** posted a photograph of a portion of her shelves on her Instagram account as she reflected on the day she gave her heart to Christ as a young child. (If you want to follow her there, look simply for “@nancydemoss”!)

In her post, she beautifully noted the following which we thought *Update* readers ought to be encouraged with as well!

## Nancy DeMoss Wolgemuth



“ If those sixty years of knowing, being loved by, loving, walking with, and serving Jesus could be captured in one photo, this would be it:

- Bibles I’ve read through and soaked in,
- journals in which I’ve penned reflections from the Word, and
- hymnals from which I’ve sung during times alone with the Lord.

“Thanks be to God for His indescribable gift!” (2 Cor 9:15)

My Beloved Lord Jesus: You are “Chief among ten thousand... altogether lovely.” (Song of Songs 5:10, 16) ”

Amen!



## Did You Know?

*Revive Our Hearts* is the women's Bible-teaching ministry of **Nancy DeMoss Wolgemuth** which exists to help women experience freedom, fullness and fruitfulness in Christ. The scope of its impact ranges from a variety of audio products (see below) as well as trusted resources, digital outreaches, and impactful conferences. If you haven't listened lately to the following, visit our website for audition materials!

“Revive Our Hearts” (Nancy DeMoss Wolgemuth) / Daily 25:00

“Revive Our Hearts Weekend” (Anchored by Dannah Gresh) / Weekly 25:00

“Seeking Him” (Nancy DeMoss Wolgemuth) / Daily 1:00







# Ambassador

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#AmbassadorLife

## Dog Days? We think not!

*The height of summer deserves celebration on its own ... but there are some great events and significant milestones to add to the joys of August—just look!*



**August 2:** Carter Conlon is back at Times Square Church (NYC), speaking at a World Challenge Pastors & Leaders conference titled, "Fire in Our Bones."



**August 4-11:** "Family Retreats" hosted by **Joni & Friends**—this week in McCall ID, Cedar Lake IN, Flat Rock NC and Rocky Mount MO. Check the ministry website for all details!



**August 8:** Blessings today to UpWords speaker and author **Max Lucado** as he and Denalyn celebrate another wedding anniversary!



**August 20:** You can bet we're celebrating (heartily) this one. It's **National Radio Day!**



**August 21-24:** The "World's Largest Podcast Conference" (**Podcast Movement**) convenes again (Denver CO).



**August 24:** Focusing on their own family today ... Happy Anniversary to Jean & Jim Daly!



**August 30:** Blessings on another anniversary—in fact, a "Diamond" Anniversary (#60), Patricia & **John MacArthur!**

## Worth Considering

*"August ...  
summer's last stand."*

— Sara Baume