



Ambassador

We Connect. Ministry and Media.

DECEMBER
2023
UPDATE

Glorious now behold Him arise;
King and God and sacrifice:

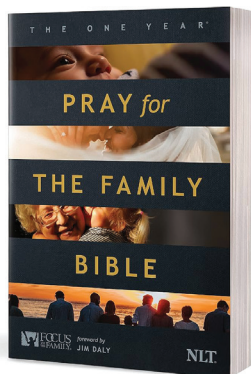
*Alleluia,
Alleluia,*
sounds through the earth and skies.

— John Henry Hopkins Jr.
We Three Kings

INSIDE

'Tis the Season: Special Holiday programming...Merry Christmas!	Page 3
A look back on 2023: Ministry events, new voices and more	Pages 4-5
What's in store for 2024: It's looking like a great year so far!	Page 6

A GREAT IDEA FOR 2024



Just released from **Focus on the Family** is a special edition of the beloved “One Year Bible” that will help families face the new year with spiritual strength and hope.

“The One Year Pray for the Family Bible” includes:

> Insights and encouragement from experts like Jim Daly, Tony Evans, Greg & Erin Smalley, Danny Huerta, Jack Hibbs and others.

> A unique reading plan (15 minutes daily) that includes both Old and New Testament portions as well as Psalms and Proverbs, using the New Living Translation (NLT) for clear and easy understanding.

> Twelve monthly prayer themes to guide praying for an aspect of family life—parents with young children, single parents, teens and all facets of today’s family living.

> Daily prayer prompts will help the reader intercede specifically for family members, friends, neighbors, and co-workers.

In a day of increasing pressure that assails families, this Bible is intended to equip the reader to apply the principles of God’s unchanging Word to that reality.



THE LATEST FROM AMB-OS

In His Presence — Steve Reinke

The nature of any complex project succeeds as a result of “wisdom in the counsel of many.” A host of expert minds collectively steered Amb-OS from its earliest days.

Steve Reinke was one of those minds. We lost Steve’s guidance when, on October 20, 2023, he passed into the presence of the Lord.

Steve was an institution at Focus on the Family, leading their audio division, their distribution team and the Focus Satellite Network. His dry humor punctuated every weekly Amb-OS developer meeting for more than 12 years. But his heart for missions in Mexico and instilling that passion into teens at his church, was always top of mind. He’d made dozens of trips to Mexico to lead young people in the construction of housing so desperately needed south of the border.

Steve is survived by his wife Betty. You can read about the two of them as they were featured in our July 2023 edition of Update. Pray for Betty. The sting of death has been defeated, but the dull ache of losing a lifetime partner just never goes away.



Steve Reinke’s Real Mission in Life

SABRE Missions (which stands for Steve And Betty Reinke) was the work which the Reinke’s led down in Tecate, Mexico. 2001 marked the first year they took Colorado high school students on the long trek from The Springs down across the border. The mission was simple: to change lives—both those who volunteered to go and build as well as those who would enjoy the fruit of their construction labor.



As of 2022, SABRE Missions built 38 houses, four churches, a bath house, dining pavilion, kitchen add on, three Sunday School rooms, a kitchen and bathrooms and a public school.

If you’d like to know more or support Steve and Betty’s work, go to: sabremissions.org.

An Update on the AMR-200

The day has finally arrived! We’re now engaging a methodical plan to upgrade a number of AMR 100’s to the newest version of our Amb-OS receiver, the **AMR-200**. The new receiver is backward compatible with your existing User Interface.

This dual-NIC device also makes it possible to implement AES67, the open standard for audio-over-IP (AOIP) developed by the Audio Engineering Society (AES). **It’s designed to provide for interoperability between different audio networking protocols and devices while maintaining the highest quality audio.**

— Jim Sanders



Special Christmas Programming



'TIS THE SEASON!



Carter Conlon shares the good news is that **Jesus Christ, God coming to each of us in our need**, is still the best and only lasting hope in this world, in this 24:55 special.



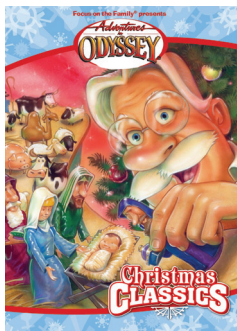
Underscoring the opportunity to share Christ during the holiday season, **John Sorensen has voiced 25 x 1:00 "episodes,"** each featuring a Scripture and an invitation for non-believers to come to Christ.



A package of **12 x :30s that are the voices of children reciting Christmas verses** with customizable close ... a Christmas gift from Ambassador to participating stations. (No commercial content whatsoever.)



Gather 'round the fireplace for "**Celebrating Christmas as a Family**" with the Robertson clan from A&E's Duck Dynasty. The family will share some of their favorite family Christmas stories in this all-new hour-long special.



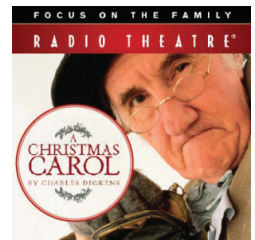
It's an **Adventures in Odyssey** Christmas Marathon with six 30-minute classic Christmas episodes for airing as you wish.

- Gifts for Madge & Guy
- Peace on Earth
- A Time for Christmas
- A Lamb's Tale
- A Christmas Conundrum
- Silent Night

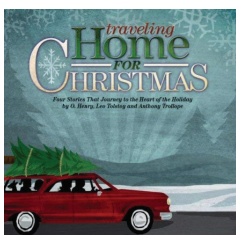


From Focus on the Family's Radio Theatre, Charles Dickens' **A Christmas Carol** has become a don't miss scheduling holiday edition.

Traveling Home for Christmas, another favorite from the vault of Radio Theatre classics, brings writer O. Henry's classic short story (Christmas by Injunction) to life.



Need more information? Contact Rebecca@ambaa.com for details.



QUITE A YEAR!

Looking Back at 2023!

Especially since 2020, it's been difficult to use any other description than "extraordinary" to describe the year just completed—and this year is no different.

Here are just a few of the significant events that come to our minds as we reflect on the year that ends this month.

Gathering



In May, many of us gathered in Florida to be informed and inspired at **NRB '23**. At its close, our team prayed for our own Jim Sanders, stepping into a new leadership role with the organization.

Ministry in Action

Broadcast ministries continued to generate outstanding content but also reached out in a multitude of other ways to fulfill mission ...



The new **Global Mercy** sailed into its first port of service, much to the joy of those onboard and awaiting patients in Sierra Leone.



Station partners like **KWVE** made it possible for **Joni and Friends** to collect thousands of wheelchairs and other equipment which ultimately went to international service.



In March, **Revive Our Hearts** was thrilled that more than 8,000 women met in Guadalajara (Mexico) for *Mujer Verdadera* (True Woman) '23 with another 10,000 live-streaming the event.



Evangelism Explosion partnered with stations like K-WAVE and KATB to host "Equip America" events, helping to train and mobilize believers to effectively share their faith.



Stepping into on-air hosting for "The Mercy Minute" in September, we welcomed **Raeanne Newquist** to the AAA family as the message of showing mercy continues.

STRAIGHT TALK ON Life Issues with Brad Mattes

Extending the organization's commitment to radio, Life Issues launched a new weekend program ("Straight Talk on Life Issues") in October featuring **Brad Mattes** and a new young voice, **Victor Nieves**.



In the Fall, it was our delight to invite two special friends into the Ambassador studio for the creation of our own "A Child is Born" series of child-voiced spots that simply feature Christmas Scripture. Both **Ellie Bresemann** (8) and **Ethan Tran** (5) were excited to participate—who knows what's ahead for these kids!

Passages



And ... we celebrated the Homegoing of fellow broadcasters, rejoicing in their well done faithful Kingdom efforts including **Steve Reinke** (see page 2), Salem co-founder **Stuart Epperson** and beloved pastor **Jack Hayford** whose broadcast ministry Ambassador was privileged to serve for many years. We are grateful for their example!

Thank you!

Every Tuesday morning, our team convenes via Zoom (so we can include several remote crew) to hear encouragement from friends all across the country. Once again, this year has provided such rich insight and spiritual encouragement as our guest speakers provided life and ministry history along with biblical inspiration. We are SO grateful as each one has a "full plate"—we want you to know, from our perspective impacted by those sessions, your time was well spent!

Jeff Bean (WCRH)
Nathan Bedson (AAA)
Carolyn Cassidy (Salem)
Eben Fowler (Bott Radio Network)
John Fulger (Trans World Radio)
Jim Garlow (Well Versed)
Jennifer Hayden (Kinship Radio)
Ben Holsen (Northwestern)
Jim Kirkland (Billy Graham Assn)
Brian Krause (Focus on the Family)
Tim Land (KAMB)
Brett Larson (WDCX)
Keith Lynch

Chris MacCourtney (WLQV)
Tom Mathis (Revive Our Hearts)
Tim McDermott (Tim McDermott Consulting)
Raeanne Newquist (Mercy Ships)
Debbie Payne (KABC/Cumulus)
Allen Power (Salem Communications)
Adriel Sanchez (Core Christianity)
Michael Shelley (New Life Radio)
Rick Snively (Family Life Radio-NY)
Jim Stanley (American Family Radio)
Ken Tada (Joni and Friends)
Rick Whitmer (Ron Hutchcraft Ministries)
Dave Young (Blount Communications)



HAPPY
NEW
YEAR!

Coming in 2024!

While 2023 was certainly extraordinary, based on history, we suspect 2024 will be as well! Here are a few significant items on the horizon with much more to unfold!

Special Programming



The year begins with commemoration of Sanctity of Life Sunday (January 21) when **Life Issues Institute** will once again offer a half-hour special for station release.

Titled "Hope Out of Tragedy" the special will focus on triumphant personal testimony of those whose mother opted for life of the baby after rape. **Brad Mattes** anchors the program with special guests.

Note: Don't miss "Straight Talk on Life Issues" each weekend for more in-depth insight on all that challenges the pro-life message. Contact Lee@ambaa.com for confirmation airing the special or adding the new weekly!

Meaningful Fellowship

We look forward to fellowship again at **NRB 2024** (February 20-24) when we are back in Nashville. Here are just a few anticipated highlights!

- » Special awards to "Share Life Today" (**John Sorensen**), **Don Stephens** (Mercy Ships), **Steve Douglass** (posthumously), and **Focus on the Family** for the "It's a Baby" campaign.
- » Monday evening reception for stations with the "**Focus on the Family**" team!
- » Fellowship opportunities with **Jim Garlow**, **Ron Hutchcraft**, **Brad Mattes**, **Charles Morris**, **Adriel Sanchez** and others.
- » Updates from the **AAA Crew**: Jim Sanders, Charley Mefferd, Jennifer Perez, Lee Ann Jackson, Rebecca Richardson, Ben Bryggman and Peggy Campbell.



New Voice On-Air



Shauna McPadden joins Joni on-air beginning with programs in January for "Joni Eareckson Tada: Sharing Hope." A longtime ministry staff member (who was a listener to the program long before that), Shauna is also mom to three including a daughter with Down syndrome (featured in a recent edition of *Update*) and author of *Learning to Live Happily Ever After*.

Her role on-air will be facilitating the introduction and close of each day's feature. The 4:00 broadcast is a companion to separately-produced content for the 1:00 "A Moment with Joni."

Marriage!

Finally, the **Ambassador team** is thrilled for our own **Emma Mitchell** who will be married to Alec Kienzle on April 6, 2024 in Ojai, California!

Emma is our in-house graphic designer (*Update*, *A-List* and more), and Alec works for a software company. They are excited to soon share a tech-filled home office!



We Love Meeting ... and Greeting!

PARTNERS!



In Tampa

After Zoom-hosting GM **Carolyn Cassidy** for AAA devotions, it was a special delight for Jim Sanders and wife, Diane, to be invited for a face-to-face visit while in Florida. The fellowship included a tour of Salem's Faith Talk Tampa facilities as well as attendance at the station's annual Pastor Appreciation event.

In addition to Carolyn's warm welcome (spot the *Updates?* 😊), the entire Tampa Salem team assembled to greet Jim and Diane. Much appreciated, folks!

Staff pictured: (Front L-R): Jose Cruz, Zuli Rodriguez, Olivia Vidueira, Carolyn Cassidy, Tammy Bancroft, Cassie Reimold; (Back L-R): Kimo Gray, Dave Straub, Robert Hailey, Steve Baltimore, Joe Weaver, Matt Bailey.

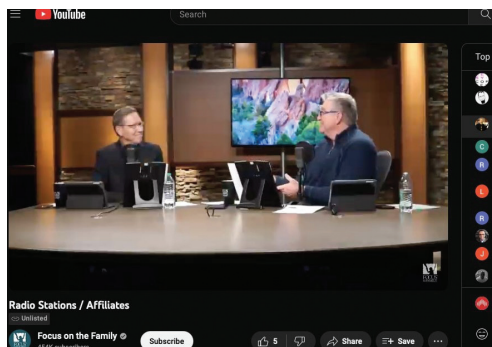


In New York

This fall, **Ron Hutchcraft** ("A Word with You") was also on the road to speak at Family Life Network's annual Pastor Appreciation event, hosted by Rick Snively at the ministry's headquarters in Bath NY.

Online

And ... it was a YouTube event as **Jim Daly** and **John Fuller** hosted station partners for a conversation at the end of October. These periodic visits have proven to be ideal in updating station partners firsthand with all the latest news from "Focus on the Family"! Thanks to all who joined us that day!





Ambassador

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#AmbassadorLife

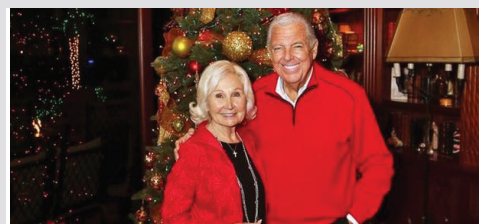
✦ Celebrating December Milestones! ✦

While Christmas envelops us this month with a wide array of activities, there are actually a few other significant events we want to mark.

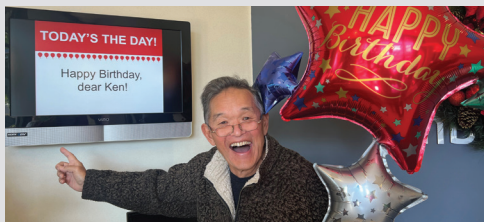
Take a look below at some of these and be sure to watch the A-List delivered each Friday morning to your inbox!



December 1-3: Just before the holiday season, **Joni and Friends** hosts Marriage Getaways in Tampa FL and Laurel Park NC. Check the website for details.



December 12: Very best wishes as **Karen & Barry Meguiar** ignite the candles 🕯️ to mark their wedding anniversary!



December 13: Saluting **Ken Tada** on his birthday with gratitude for the many ways he has served the Kingdom including at Joni's side for more than 40 years!



December 17: Happy #51 Wedding Anniversary to **Teresa and Carter Conlon** ("It's Time to Pray")!



December 18: And one last marriage to celebrate—happy anniversary to Core Christianity's **Adriel Sanchez** and wife, Ysabel!



December 22: Fair warning—get out the dough and decorations ... it's **National Cookie Exchange Day!**



December 25-29: Blessings to all as we celebrate **Christmas**. The Ambassador offices will be closed but we'll be "back at it" as the New Year begins on January 3!



Worth Considering

"December, being the last month of the year, cannot help but make us think of what is to come."

— Fennel Hudson

