



Fear not, for *I am with you*;
Be not dismayed, for I am your God;
I will strengthen you, I will help you,
I will uphold you with my righteous right hand.

Isaiah 41:10 — Ambassador's Verse for 2024

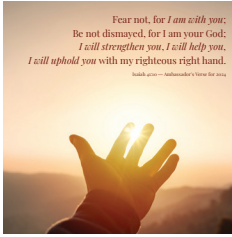


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DID YOU KNOW?

Each year late in the summer we begin the process of inviting the team to submit a verse (or more) that would anchor the following year. It's always an edifying endeavor as there are so many great Scriptures for that purpose!



All those suggestions are provided to the team and we vote! Points can be divided three ways or all go to one. Some years, it's been a close race 😊 ... other years, it's a landslide.

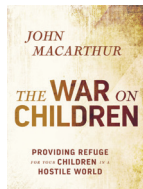
Given the times in which we live, we love the selection for 2024 and hope you'll be encouraged with the reminder of Isaiah's truth too!



Also attending NRB this year will be Robert Olson, newly-appointed President and CEO for Sola Media, producers of the daily live call-in

program "**Core Christianity**." With degrees from several higher ed institutions (including an MBA from USC and another Master's from Reformed Theological Seminary), Rob's professional background in finance provides a strong platform in leading the ministry. Rob and wife, Kate, have three children and reside in Orange County CA.

New from **John MacArthur** is a timely publication titled "The War On Children: Providing Refuge for Your Children in a Hostile World." Based on Scripture, John encourages parents to "know the enemy's battle plan" and then be armed with the biblical truth necessary to defend the young lives God has entrusted to you as a parent.



THE LATEST FROM AMB-OS

Did you hear about the new Artificial Intelligence program for farmers? It's called "A-I-A-I-O."

Love that dad joke. It softens the oft-heard gloom and doom from a chorus of Skynet-fearing luddites.

In the end, they very well may be right. But in the interim, **there is an increasing array of fascinating applications which may actually be of use.** I have a friend who welcomed the technology by using ChatGPT to write up performance reviews of his direct reports. The boss, who later reviewed the evaluations, said they were the "best ever." I'm not surprised. (If you haven't yet tried ChatGPT, it's worth a few minutes to grasp and stand gob-smacked at the power of this hair-raising tool.)



This really isn't news. **We've long known that computers are far more capable than humans at doing detailed and repetitive tasks without interruption.** But very few saw it coming: that a computer's "cognitive skills" would border the bizarre.

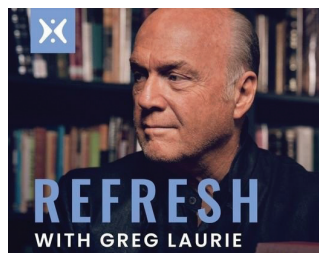
The recording industry is a great case in point. Through the years, I've often been asked if I can "Do anything with this recording." Analog, even digital, signal processing often does more damage than good in trying to fix an audio file. Current audio repair technology was pretty much limited to removing record scratches, ground hums, or leakage from an adjacent studio mike. What you got is what you get—nothing anyone could do.

No more. The "new" recording from The Beatles, "Now and Then" proves the case. The technology is jaw-dropping. While there's a 12-minute version of "The Making Of," music reviewer Rick Beato has a shorter explanation and demonstration of the software. Let Google be your friend here . . . you'll find it. Or better yet, check out the "making of" movie of this "new" Beatles song. (tinyurl.com/bdf2m3uz)

The point is, **AI seems to now make anything possible** including a new song from a Beatle who's been gone for more than 40 years. It leaves you with a profound sense that we have no clue as to what AI will allow us to do in every industry, but especially for those of us in the broadcast world. Reminds me of those who envisioned radio being used by God to reach the "Field white unto harvest." May we have wisdom and insight in navigating these new waters.

— Jim Sanders

Refresh with Greg Laurie Now on Amb-OS!



Imagine hearing a great song on the radio, and then an explanation of the lyrics. The song gives a rich dose of hope, but how to apply it in my life?

Refresh with Pastor Greg Laurie is a weekly one-hour look at the top CCM songs we all enjoy, with biblical perspective and application to bring it home. Short thoughts to enrich our souls in between the songs that move our hearts. How refreshing!

For radio placement or questions about the broadcast, contact Dave Spiker at dave@imagination-media.com.

Celebrating Sanctity of Life Sunday

- January 21 -

LIFE
ISSUES!

Hope *out of* Tragedy

A Christian Response to Pregnancy by Rape

A Sanctity of Life Special hosted by Brad Mattes

For many Americans, the argument for abortion often lands on the topic of rape—shouldn't abortion be allowed in such difficult situations?



In this year's all-new special programming created in conjunction with Sanctity of Life Sunday (and the annual March for Life in Washington DC), host **Brad Mattes** answers the concern with a powerful reminder of the value of every human life.

Joining Brad, President of Life Issues Institute, are two guests who speak eloquently out of personal experience (see sidebar).

A veteran in the pro-life movement, Brad has a Master's degree in Biblical Studies and Biblical Counseling. He has a particular heart for fathers of aborted children and often counsels those in such grief.

Every weekday, Brad Mattes speaks on behalf of the sacred gift of life in the popular 1:00 feature "Life Issues." For more than 30 years, the half-hour program (initially featuring the voice of pro-life leader Dr. John Willke) has provided timely perspective on the most current concerns threatening the sanctity of life.

To help provide more in-depth insight on contemporary cultural issues, a new long-form weekend broadcast launched last year. Titled "Straight Talk on Life Issues," the program is anchored by Brad Mattes with co-host Victor Nieves who provides a strong pro-life view from the 20-something age bracket.

"To impose the death penalty on an innocent child isn't justice and it gives the rapist more power, not less."

— Brad Mattes

Mark Roepke

When Mark's mother was just 14 years old she was raped at a July 4th party. His mother bravely kept the child, choosing to give him up for adoption into a loving Christian home. Years later, Mark is a strong defendant of life, speaking publicly at a DC rally and delivering a message so impactful it went viral with millions of people sharing his story. "The circumstances of my conception do not determine my worth as a human being."

Ayala Isenberg

When Ayala was a child, she was repeatedly sexually abused for years. When she was 15 years old, she became pregnant through rape. Amazingly, despite the tragedy in conception, Ayala actually felt love for the child and fought to keep it. Sadly, she miscarried and lost her daughter. Now Ayala is a powerful advocate for life with a significant presence on social media where she vigorously defends the truth that every life is sacred.

Note: The special will be delivered to Amb-OS receivers and is also available for FTP access. For more details, check the page at the AAA website or contact Lee@ambaa.com.

PLAN
NOW!



Our team is looking forward to gathering in Nashville *next month* for **NRB '24!**

Here are some of the highlights we already anticipate ... be sure to check our website and watch your email inbox for continuing updates on the NRB schedule.

Getting Together

Monday 7-9PM

Join **John Fuller**, **Brian Krause**, **Rob Kirkpatrick** and others for this special NRB Kick-Off session with station partners. And get a sneak peek at what's in store for 2024 at Focus including a grand celebration in August as "Adventures in Odyssey" marks episode #1000!

Tuesday 7:30-8:45AM

Before the morning business meeting, stop by our Suite for a bite to eat and fellowship with speakers including **John Fuller**, **Jim Garlow**, **Ron Hutchcraft**, **Brad Mattes**, **Barry Meguiar**, **Charles Morris**, **Raeanne Newquist**, **Adriel Sanchez**, **John Sorensen** and **David Wollen**.

Wednesday 1:30-2:45PM Open House

Please join us for fellowship with **Ron Hutchcraft** ("A Word with You") to hear ministry updates and get to know the rest of the RHM team."

Wednesday 2-4PM Open House

Come meet two more of the team from Focus on the Family—each representing popular Focus features: **Adam Holz** (*Plugged In*) and **Lisa Anderson** (*The Boundless Show*).

Thursday 2-4PM Open House

Meet *Adventures in Odyssey* producer **Dave Arnold** and character voice **Chris Anthony**. A Celebration of Odyssey's 1,000 episode!

Learning Together

There are so many opportunities at NRB to learn and grow in what we do ... but these are two workshops we'd especially like to recommend.

"**Expanding Your Reach with Podcasting**" | Thursday at 12:15PM | Hosted by **Focus on the Family's Rob Kirkpatrick**.

"**Radio Still Matters / Podcasting is Not the 'New Radio'**" | Thursday at 2:15PM | Panelists include our own **Lee Ann Jackson**.

Celebrating Together

While we are surrounded by faithful Kingdom workers, it's a joy to recognize outstanding impact this year in these awards ...

"**Sharing Life Today**" ... receives the **NRB's Radio Program of the Year award**. The 1:00 feature is produced by **Evangelism Explosion** and features the voice of EE's president **John Sorensen**.

Don Stephens ... will be recognized with the **Board of Directors Award**. **Founder of Mercy Ships** (now operating two hospital ships throughout Africa), Don was also the voice of "**The Mercy Minute**" for more than 20 years. (The program now features a Mercy Ships alum, **Raeanne Newquist**.)

From the TV Committee, **Focus on the Family** receives the "**Messaging Campaign of the Year**" award for the "It's a Baby" TV spot.

The NRB Convention has always been the result of diligent effort by the organization's staff and leadership including its Board and Executive Committee. Thank you for your prayers as their labor comes to fruition February 19-23!

See You There!

Dick Becvar, Ben Bryggman, Peggy Campbell, Lee Ann Jackson, Charley Mefferd, Jennifer Perez, Rebecca Richardson, Jim Sanders

A New Chapter for Haven Ministries

PLEASE
WELCOME!



As the new year begins, with it comes a transition for Haven as **David Wollen** steps into the primary speaker role for the broadcast features produced by the ministry.

Appointed President of the organization on November 1 last year, David will share the on-air role with current speaker Charles Morris in January and then move into the lead assignment fully in the coming months.

No stranger to Haven or Christian media, David Wollen served at the ministry for a decade and was responsible during that time for launching the audio edition of "Anchor" (1:00 daily). Subsequently, he worked with Douglas Shaw & Associates and then FEBC before returning to Haven for this Board appointment.

He becomes the fifth speaker for the broadcast which began with "First Mate Bob" (Paul Myers) in 1934 followed by Paul Evans and Ray Ortlund prior to Charles Morris.

Residing in the greater Chicago area, David and wife, Marci, are active leaders in their church, where David serves as an elder and part of the preaching team, and Marci leads women's ministries. The Wollen clan also includes three children.

With a degree in Biblical Studies from Biola University, David is passionate about teaching God's Word with God's heart—synonymous with Haven's tagline: "Telling the Great Story ... it's all about Jesus!"

Now back at the helm of Haven Ministries, David says, "My goal is to spotlight the Lord Jesus. He is on the move in our lives, in our world, and on every page of God's Word."

To thank Charles for his years with Haven and to welcome David to leadership at the ministry, both will be at NRB '24 to greet station partners and friends. Watch for more details as we continue to update NRB information!

The Impact Continues

Stepping into the assignment previously held by Steve Douglass, **Mark Gauthier** becomes the voice of "Making Your Life Count" effective January 1.

With Steve's passing in October 2022, the daily feature (both 1:00 and 2:00 editions) has continued to feature classic content from the former president of Cru as the leadership team prayerfully considered who would continue to be the voice calling all of us to the core message of each day's content.

With enthusiastic consensus, Mark will add this responsibility to his service at Cru as Vice President for North America and Oceania.



"The reality of my faith will be expressed through the investment of my time, talents, and energy in the proclamation of the gospel and the discipling of people towards the fulfillment of the Great Commission. This will be my mission until He takes me home."

As part of Cru's staff since 1986, Mark has served in a variety of roles, appointed to his current assignment in 2020.

Residing in Orlando, Mark and wife, Kristi, are parents to three adult children and four grandchildren.

Special Note for NRB Attenders! Don't miss our Tuesday morning "Get Acquainted Open House" in Ambassador's Suite as Mark joins other speakers in the AAA family for continental breakfast and fellowship!

Celebrating God's Blessing on

Revive Our Hearts

It was a joy to be part of "Texas fellowship" with partners of the ministry who gathered to hear a comprehensive update on the organization and learn the vision plans for the future.

During the three-day Retreat, friends of *Revive Our Hearts* heard from speaker **Nancy DeMoss Wolgemuth** as well as **Dannah Gresh**, leaders of the Spanish ministry (Aviva Nuestros Corazones), and Board members including Bob Lepine and Ed Cannon.

Participants shared their unique "ROH" stories, often expressing gratitude for the impact of stations like KHCB, WMBW, KTIS, WVCY and others as they listened to the daily program.



Dannah Gresh, Jill Hartness
(ROH listener and VP at CCCU).



Bob Lepine (host of the event)
and wife, Mary Ann.



Helen and Martin Jones, Nancy DeMoss
Wolgemuth and Robert Wolgemuth.



Putting it all together were Bob Lepine
(ROH Board), Tom Mathis (Station Relations
Manager at ROH) and Matt Denner.



Nancy and husband, Robert—who is now fully
involved in the ministry as well—reflect on the
remarkable history for ROH, to His glory.



The core mission for ROH remains
revival in the hearts of women.

On the horizon is the plan for the next True Woman conference in 2025 where the theme will be God's Word—corollary to anticipated airing through 2026 of 260 programs taking listeners "through the Bible."

International expansion has grown exponentially with content in more than 20 languages including Farsi, Russian, Mandarin and more planned ahead.

Thanks be to God for His remarkable blessing on Revive Our Hearts over these 22 years since launch of the broadcast on 9/3/01. The mission firmly remains "calling women to freedom, fullness and fruitfulness in Christ."

Reflection from the Ambassador Team

One of the first things I do when I walk into someone's office is ... take a look at what fills their shelves. What are the book titles? Who is in the pictures? Where did that little giraffe come from? 😊 I guess my personal curiosity is what prompted me to try to share some glimpses into "shelves" of the speakers we serve—especially after reading a fascinating NY Times piece about just that.

I got to thinking that maybe I ought to share my own "shelf life" as I ask others to do the same ... so here you go!

WELCOME
TO MY
BOOKSHELF

Peggy Campbell



“ Truth be told, I have a lot of shelves 😊. I love being surrounded by books. Have I read them all? Uh, no. I confess. Check out the Japanese word *tsundoku* ... that's me.



There are shelves of books authored by the men and women we've been so privileged to serve over the decades of Ambassador's life. There are shelves of biography, history, hymn books, devotional, even children's books. But this is what I look at as I sit at my home desk each morning for devotions:

The bottom shelf includes several volumes from my childhood including the Bible storybook that the Sanders family used every night after dinnertime. A treasure.

The second shelf features books of art, especially exhibit publications that delight me as does the memory of seeing those images in person. In the middle of that shelf, though, is a framed card (front and back) that was hand-painted by Timothy Botts and sent to me and my husband when Jon was in the last of his battle with cancer. It reads: *I never realized that broken glass could shine so brightly.*

On the third shelf is evidence that I'm a dog person! (Obviously, if you look hard, you'll quickly see that Scottish Terriers are top of the list.) On that shelf is also a quote from Eleanor Roosevelt which I first discovered on a 2005 quotation calendar just a few days after Jon's earthly life ended. *"You must do the thing you think you cannot do."* I have reminded myself of that, alongside Philippians 4:19, many times since.

At the top are some of the Christian classics—from "How Shall We Then Live" to "Purpose-Driven Life." And a reminder of my dozen years at Azusa Pacific University—a greatly rewarding experience. ”

Did you know?

"Books: Everyone's got them. That is, except 9% of Americans. A survey from YouGov found that almost 1 in 10 Americans does not own a single physical book. On the other hand, 3% of Americans own more than 1,000 books, a group we assume is mostly made up of kooky college professors and Rory Gilmore wannabes. And while nearly a third of Americans don't organize their bookshelves at all, those who do are most likely to sort by genre (22%). Only 10% sort by author, and even fewer (3%) arrange by color."



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#AmbassadorLife

A Brand New Year!

And it's off to another exciting year of ministry in every dimension. Check out some of the highlights we've noted for January 2024 but be assured, there's much more transpiring so watch your inbox for updates!



January 1: Happy New Year! And welcoming **Mark Gauthier** as new host for Cru's daily feature, "Making Your Life Count"—read all about the transition inside (page 5).



January 2: It all started here! In 1921, KDKA (Pittsburgh) aired the **first religious service in the history of radio**—a remote broadcast of Calvary Episcopal Church which continued on the regular schedule until 1962.



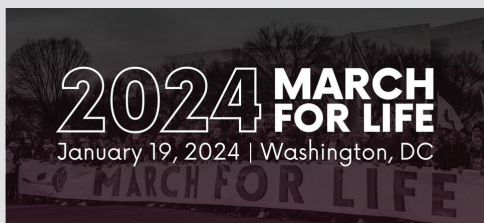
January 11: Happy Birthday to **Max Lucado** whose daily 1:00 feature "UpWords" remains one of the most popular short features for Christian radio. Best wishes today, Max!



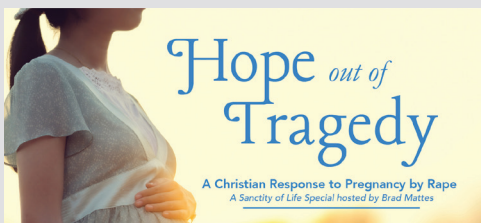
January 11: Also celebrating today ... Rosemary and **Jim Garlow** mark their tenth wedding anniversary—somewhere around the globe!



January 15: "Faith is taking the first step even when you don't see the whole staircase." Celebrating the legacy of **Martin Luther King, Jr.** today.



January 19: Today is the annual **March for Life** in Washington DC with the theme "With Every Woman, For Every Child."



January 21: Sanctity of Life Sunday will be celebrated across the nation. See page 3 for the new Life Issues special and more content for the day.

Worth Considering

"No one ever regarded the first of January with indifference."
— Charles Lamb