



Ambassador

We Connect. Ministry and Media.

FEBRUARY
2024
UPDATE



*Dear friends,
let us love
one another,
for love comes
from God.*

— 1 John 4:7

INSIDE

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DID YOU KNOW?

Mercy Ships provided medical help to 2953 patients



(3295 surgeries) and offered 1297 healthcare professional training (94,076 hours total). Nearly 60 dentists were educated in eight African nations. *The need for volunteers is so great ... thank you for sharing that with listeners!*



With a thriving international dimension to the ministry,

Revive Our Hearts distributed 250 programs to Vietnam, translated 100 programs into Ukrainian, and welcomed over eight thousand women (representing 34 countries) to the Hispanic conference, **Mujer Verdadera '23**. Over 80 million (!) broadcast/podcast episodes were downloaded in English and Spanish.



From **Focus on the Family**, as they tabulate impact—158,000 people made a decision for Christ, 440,000 couples have built a stronger marriage with 530,000 moms and dads building stronger families. Remarkably, 840,000 people stood up for the helpless, including preborn babies as 5.6 million listeners tuned in weekly to hear the Focus on the Family daily broadcast.



At **Joni and Friends**, the ministry distributed 12,042 wheelchairs with Bibles in 24 countries, served 2453 families in both domestic and international Retreats and Getaways, with 6610 volunteers serving. Read more about this on page 5!

THE LATEST FROM AMB-OS

"There is nothing permanent except change." — Heraclitus

No one would argue with Heraclitus, nor with the fact that the pace of change is increasing as well.

While it's entertaining to consider, focusing on change is a "rearview mirror" perspective. It really doesn't do well to inform us on what the future holds. Sound business decisions require some "windshield" intelligence as to where the changes will lead us in the days ahead.

"The Great One" used to say his success in hockey was, in large measure, knowing where to skate: To anticipate where the puck will be, not where it's been. And that's a great metaphor for those of us in an industry driven by hardware and software technology replete with change. We need to intuit where the technological puck is going.

While there's no one simple answer to the question, the Bible does help us here. Proverbs affirms there is "wisdom in the counsel of many." (Proverbs 15:22) It's helpful to have like-minded observers congregate to think on the future. The wisdom of the many will help us know where to skate.

Therein lies the value of joining the National Religious Broadcasters. We gather to consider and confer on the future of our industry. And this year, we have no shortage on questions to consider. Here are a few:

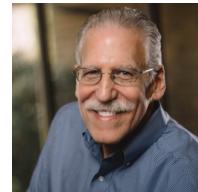
- What is the future of radio (AM in particular)? What will congress do and what impact will that have on automakers of EV and combustion vehicles?
- What are the best podcasting practices? Is it possible to sustain itself based on subscription or advertising?
- Where do ministries find new supporters?
- How should ministries best allocate their media budget?
- What role will AI have in the future of content?

The list is long. The subjects are iterated in the NRB convention brochure. Start by exploring the convention home page: nrbconvention.org. Make it a point to join us for the litany of seminars and sessions at NRB this year in Nashville, February 19-23, 2024.

"The secret of change is to focus all of your energy not on fighting the old, but on building the new." — Socrates

— Jim Sanders

NEW ON AMB-OS



We're thrilled to introduce you to a second version of **"The Line of Fire"** with Messianic Bible scholar **Dr. Michael Brown**. This daily 25-Minute version of "The Line of Fire" is available in addition to his daily one-hour live call-in program heard at 3:00PM Eastern on Amb-OS.

Dr. Michael Brown designed this new version of "The Line of Fire" to infuse listeners with faith, truth, and courage to boldly defend their faith in Jesus Christ. Dr. Brown is a Biblical Scholar and Cultural Commentator, who carries a burden to see the Church experience revival. He's widely considered to be the world's foremost Messianic Jewish apologist.

If you would like to request either length of "The Line of Fire", please contact Cindy Panepinto at 704-782-3760 or director@askdrbrown.org.



SEE
YOU
THERE!

Here we come, Nashville! Our team is looking forward to the always-encouraging fellowship and learning at the NRB Convention. We hope you're planning to attend and will note the below events for your schedule before it is filled to the brim!

Your NRB Schedule

Monday

7:00-9:00PM Y'all Come! (Suite C6138)

Join us for this special NRB Kick-Off session with ministry partners including: **Lisa Anderson, John Fuller, Jim Garlow, Mark Gauthier, Adam Holz, Ron Hutchcraft, Brad Mattes, Barry Meguiar, Charles Morris, Raeanne Newquist, Adriel Sanchez, John Sorensen** and **David Wollen**.

Tuesday

1:00-2:30PM Board Meeting

Those attending will hear from **John Sorensen**, leading the devotional that morning.

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.

2:00-4:00PM Open House

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

Thursday

12:15PM-1:00PM Workshop

Hosted by **Focus on the Family's Rob Kirkpatrick**, a panel of contributors focus on "**Expanding Your Reach with Podcasting.**"

2:00-4:00PM Open House

Meet *Adventures in Odyssey* producer **Dave Arnold** and character voice **Chris Anthony**. Hear more about the plans to celebrate the **1000th Episode of Adventures in Odyssey** this summer!

2:15PM-3:00PM Workshop

Our own **Lee Ann Jackson** with Chuck Finney and moderator Gene Bender consider "**Radio Listener Reach – It's Still About Radio First.**"



We'll Be There!

And we'd love to connect with YOU during NRB '24—especially because, yes, we're bringing a few special "boxes" with us (NRB Veterans, you know what that means!) Can anyone say MMMMM!



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WHILE AT NRB

Available for Interviews!

Each of these speakers have remarkable expertise in areas of Kingdom work. We'd love for you to consider an interview while at NRB!



Adriel Sanchez (Core Christianity)

In addition to his adept biblical responses to listener questions live on-air, Adriel is a pastor and author of a new book on prayer (see page 6).

David Wollen (Haven)

Now charged with leading historic Haven Ministries, David is a fresh young voice—that remains passionate about the ministry's mission.



Barry Meguiar (Ignite America)

Spend a minute with Barry and you'll know why his new book is titled *Ignite Your Life*—a wonderful account of his personal journey with Jesus!



Jim Garlow (The Garlow Perspective)

Leading the Well Versed organization, Jim's global perspective has helped to establish relationships in government leadership—here and abroad.



Lisa Anderson (Boundless)

Popular speaker and author, Lisa is director of young adults for Focus on the Family and heard regularly on The Boundless Show.



Raeanne Newquist (The Mercy Minute)

Her firsthand experience aboard a Mercy Ship (along with her entire family), combined with her theological training, gives Raeanne a unique outlook on life!

Brad Mattes (Life Issues Institute)

Well-respected internationally for his leadership in the pro-life movement, Brad brings insight to issues that concern all who believe in the sanctity of life.



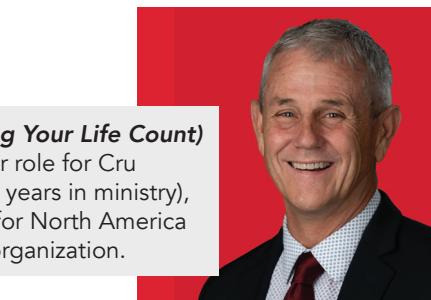
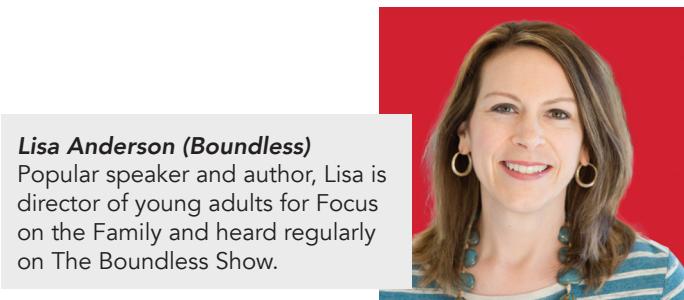
John Sorensen (Share Life Today)

As president of Evangelism Explosion, John's enthusiasm for sharing Christ is always evident and consistently infectious.



Mark Gauthier (Making Your Life Count)

Stepping into the on-air role for Cru (where he has spent 30 years in ministry), Mark is Vice President for North America and Oceania with the organization.



Ron Hutchcraft (A Word With You)

A popular veteran broadcaster who has become friend to so many at NRB, Ron's voice is always one of enthusiasm and grace.

Would You Share the Need?

So often in ministry, the reality of financial need understandably draws attention. But here are two extraordinary opportunities to engage in outreach that are simply the giving of time. We'd be thrilled if you'd share these with your audience. Contact Peg@ambaa.com for more details and resources to help get the word out and note below the organization personnel who will be at NRB to share this as well!

WHAT AN OPPORTUNITY!

Serving International Outreach with Joni and Friends / Wheels for the World and International Family Retreats

While many are familiar with stateside Joni and Friends **Family Retreats**, you may not know that these are also provided in countries such as India, Brazil, Kenya, Peru, Cuba and others. These weeks provide help and hope to families living with disabilities and are presented in partnership with local churches as volunteers lead in fun, Bible study and worship, accessible activities and respite for parents.

Additionally, every year a number of teams head to impoverished areas of the globe with **Wheels for the World** outreach—providing life-changing mobility along with the hope of the Gospel to those without access to a wheelchair. You can serve as a mechanic, photographer, seamstress, or in other support roles in this impacting work, sharing the love of Christ with each recipient and their family.



Catherine Cobb (ccobb@joniandfriends.org) will be at NRB—she'd love to talk with you about these opportunities and much more!

Serving Aboard a Mercy Ship / The Global Mercy and The Africa Mercy

Did you know that 50% of the world's population lives near a coast? And in Africa, there are only two physicians per 10,000 people in sub-Saharan Africa where **Mercy Ships** can be found.

For anyone who's always wanted to use their training, gifts and passion to transform lives and make a mark on the world, Mercy Ships offers just that! With two ships now serving the poorest of the poor in Africa, the need for volunteers has never been greater. And it takes a wide range of people to enable the work of these hospital ships—everything from cook to surgeon, from teacher to mechanic. If your heart beats faster at the prospect of such service, there's a place for you!



While at NRB, be sure to chat with Laura Rebouche (Laura.rebouche@mercyships.org) for more information!

More Great Reading with these New Publications

→ We're adding these to our "must read" list ... take a look! ←



Praying with Jesus: Getting to the Heart of the Lord's Prayer

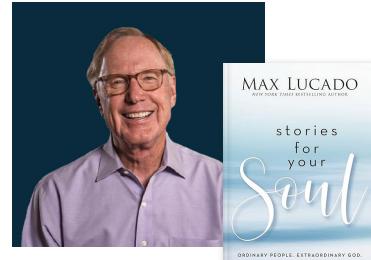
From Adriel Sanchez

In this first book from Core Christianity's **Adriel Sanchez**, the most famous prayer in history is explored.

Using the Lord's Prayer as a framework, he unlocks the mystery of prayer, helping readers understand what prayer is, how to navigate the challenges of prayer, and how to form a habit of prayer. Sanchez points the way to how the Lord's Prayer helps us better grasp the essential truth that we are not meant to try to navigate life in our own strength and wisdom.

Readers will learn that the daily practice of praying based on the Lord's Prayer transforms them—giving them insight into God's purposes, bringing the presence of God into lives, and helping to unearth treasures of grace.

Core Christianity, heard **live** daily at 2:30PM ET, features pastor and theologian Adriel Sanchez with veteran broadcaster Bill Maier as co-host. Each day's edition affords listeners the opportunity to call in with questions about the Bible and Christian living. Contact Charley@ambaa.com for clearance via Amb-OS (live or delayed airing).



Stories for the Soul: Ordinary People, Extraordinary God

From Max Lucado

Life can be hard. It's easy to lose faith in your neighbor and feel like you're alone—but **Max Lucado** assures us that hope is here. Stories for Your Soul, by pastor and bestselling author Max Lucado, will reestablish your faith in people and the Lord by sharing the good in the world.

Compiled from Max's catalog of treasured stories, this collection of ordinary miracles sheds light on the ways that everyday people are doing God's work while also sharing their gifts with others.

At the end of each inspiring story, you'll find two reflection questions to help you dig deep into your life and identify ways you can use your own gifts to change the world while deepening your faith in God.

In just 1:00 each day, Max Lucado provides inspiration in the popular **UpWords** feature. The goal is to share hope through a simple devotional that's meant for "real people living real life." He continues to shepherd at Oak Hills Church in San Antonio. Contact Rebecca@ambaa.com for adding to your station schedule!

Scenes Here and About



It was great to have **Ken Van Prooyen** with us at Ambassador recently as the work on the AMR-200 launch continues. Ken has been a longtime friend, dating back to production of "Day of Discovery" TV when our paths intersected. A technical genius, we remain grateful for Ken's engagement with the Amb-OS work especially in this next iteration of its value to stations.



Between Ken Tada, John Fuller and **Tom Steigleman** (Anchorage AK), we're not sure who wins the "most seen" award in the Ambassador Update ... but we guarantee you, it makes us happy to have every photo we use. (That's a hint—we'd love to have one from YOU soon!) This time Tom and wife, Kathy, were at Focus on the Family for the shot. Pictured with Brian Krause/FOF.

Leading a New Chapter at Haven Ministries!

Underscoring the strong continuation of a rich heritage for Haven, **David Wollen** returned to the ministry late last year as President of the organization.

His experience in various aspects of media ministry—including a prior stint at Haven and launching of the audio edition of Anchor—affords an invaluable foundation of leadership for Haven. And his passion for the ministry's mission is clear both on-air and in every dimension of Haven's ongoing outreach.

If you don't already know David, we hope you'll make it a point to welcome him back to NRB this year!

**WELCOME
TO MY
BOOKSHELF**

David Wollen



“ This is my office bookshelf. If you ever do a Zoom meeting with me, this is what you'll see behind me. (Charles Morris always told me books are some of the best sound baffling, and he was right.)

Yes, there are Bibles, various commentaries, and theological reference books, but there are four items I'll call out as especially important to me.

My late grandfather's Bible (laying flat on the top of the stack next to the microphone) is a treasure to me. He poured his passion for Christ and the Word of God into my life. Every time I pick it up, I recall the countless conversations we had about life, Scripture, and following Jesus. It's a 1945 KJV, Oxford binding. The pages are so worn many are held together by scotch tape and there is not a page in it without notes and scribbles from his many years of study. I pray I may pass a similar legacy to my own family when Christ calls me home someday.



The funny looking hat on the top right is an **Ak-kalpak**, the traditional hat worn by men in Kyrgyzstan. It was a gift from my Kyrgyz colleagues at FEBC when I was there a few years ago. These white felt hats are worn everywhere you go. I remember attending the ordination service of a Kyrgyz pastor and every man present was wearing one. It's a reminder to me that God is working, even in countries like Kyrgyzstan where fewer than 1% of the population are Christians.

The **glass ship** on the top was a gift from the staff at Haven Ministries when God called me away for a season working in consulting and world missions.

The dates inscribed on it are "2005 to 2016." I'm so thrilled to get an opportunity to serve the Lord Jesus with Charles and my friends at Haven once again.

On the lower right you'll see a **complete expository commentary set by Charles Simeon**. This late preacher is one of my heroes—and through his writings, a frequent conversation partner when I get ready to preach. He pastored a church in Cambridge, England, for 49 years and was a champion for Gospel-centered preaching. His love for Christ in his preaching fueled revival among students and has influenced many since, including John Stott (another hero). **”**

Scenes from recording at AAA with **Joni Eareckson Tada** and **Danny Rojas**, the voice of Haven's *El Faro de Redención*.





Ambassador

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#AmbassadorLife

What's Up This Month?

The obvious "big event" this February is NRB where we hope to see many friends! But that's not all that's happening. Check out some of the highlights below for more of what's in store this month.



February 9-11: In Lake Granbury TX, **Joni and Friends** offers encouragement to couples impacted by disability at their "Texas Marriage Getaway I"



February 14: Don't miss the resource tools available as we mark **Valentine's Day '24**. You'll find audio, digital and graphics in our holiday tool kit!



February 16-17: In Colorado Springs, couples are invited to attend **Focus on the Family's** Resist the Drift marriage conference with speakers Greg & Erin Smalley.



February 19-23: Time for the annual **NRB Convention**! Check inside for all the details or visit our NRB page at the Ambassador website.



February 19: Celebrating **President's Day** with prayers for our country's national leadership.



February 22: Anyone who attends NRB on their birthday ought to be recognized! Hats off to **Jay Flowers** whose leadership at Grace to You (and NRB Board service) brings him to Nashville this year.



February 29: Just a reminder! We're all celebrating **Leap Year** with an extra day in 2024 ... whatever you find to do, enjoy!

Worth Considering

"While it is February, one can taste the full joys of anticipation. Spring stands at the gate with her finger on the latch."

— Patience Strong