



Ambassador

We Connect. Ministry and Media.

APRIL
2024
UPDATE

Winter's done, and *April's* in the skies.
Earth, look up with laughter in your eyes!

— Charles G.D. Roberts



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DID YOU KNOW?

A Word of Appreciation!

As we reflect on the full week in Nashville that was NRB 2024, we're reminded of the extraordinary effort of a team of faithful workers who make it all possible.

Our proverbial hats are off to **Troy Miller**, President of NRB, and staff including **Linda Smith**, **Beth Wakefield**, and **Melissa Sturgis** who did much to make our stay outstanding. Of course, they are joined by others at NRB for whom we're grateful as well.

With the honor for **Jim Sanders** to serve as Chair of the Executive Committee, we're also mindful of these volunteers who devote countless hours to serving the organization.

Elected at NRB '24 to serve on the EC, that now includes: **Debra Fraser**, **Sharon Geiger**, **Tony Hart**, **Lauren Libby**, **Roger Lonnquist**, **Tim McDermott**, **Star Parker**, **David Santrella** and **John Sorensen**.

Join us in praying that this group will be effective as a team in the year ahead.

The dust hasn't much settled and we're already thinking of what 2025 will bring as we all head to Dallas again!

Hope to see you there—February 24-27 at the Gaylord Texan.

Yee Haw!



Honor those leaders who work so hard for you ... overwhelm them with appreciation and love!
— 1 Thessalonians 5:12-13
(The Message)

THE LATEST FROM AMB-OS



Our brand new AMR-200's are rolling out the door! For those who will be receiving this new receiver, here's a bit of information about what you'll be using.



The **AMR-100** receiver was "design-built." There was very little "off-the-shelf" in our first receiver. It uses a proprietary operating system with specialized permissioning that keeps the system secure. The 100 also does not have a fan in the box as there really is nothing to keep cool and only one moving part: the spinning hard drive.

In contrast, the **AMR-200's** are sourced from an off-the-shelf 1RU PC frame. They run a version of Linux which has been carefully locked down securely.

With this second-generation receiver, there are a number of new features on the AMR-200 which come with a ubiquitous PC box. Some in use, others not. Here's an overview of the receiver's "working end":

- Male XLR connectors for Channel 1 & 2 balanced analogue line-level outputs
- AES Digital also appears for each channel on male XLR connectors
- DB9 (Female) connector is used for relay closures; this is where GPIO in/out is found
- The RF-Connector is for LNB input and to send power to the feedhorn
- You'll find three standard mini PC jacks (3.5mm) for mic in, analog in and line out
- Dual NIC cards and four USB ports
- Two RS232 (Male DB9) ports for signaling and one (Male DB9) port for alarm conditions
- There's an HDMI monitor port
- Reset button

This receiver, like its predecessor, can obtain files via satellite, the Internet, or both. In fact, if there's an interruption of the satellite signal to any given receiver, the receiver will back-fill the file with missing packets off the Internet. This is why we say an Internet connection is a necessity—the whole system works without any intervention if both satellite and Internet are connected.

Then lastly, perhaps the best news: our User Interface, which is at the heart of Amb-OS, is the same software for either receiver. Configuring one or more copies of the software on your network is a simple task and they can share a common receiver.

These are exciting days for us! If you'd like to find out more, contact us at 877.262.6728.

— Jim Sanders

Kicking Off NRB '24 at AAA's Reception

It was a joy to mingle with so many friends on our first night in Nashville—despite a warm room that was filled to (probably more than) capacity! On top of the fellowship, we were thrilled to enjoy Margaret Sanders on the keyboard for 90 minutes, interjecting two segments of hymn-singing that wafted down the halls of Opryland. Such fun ... we decided Margaret (now 97) will need to return when we gather in Dallas for NRB '25!

GREETING!



*... speaking to one another in psalms and hymns and spiritual songs ...
Ephesians 5:19*

Charley Mefferd extends the official welcome ... Margaret at the keyboard, ready with a long list of hymns to play!



Dick Becvar (Amb-OS) with Floyd Turner; Doug & Juliette Doran; the Haven team—David Wollen, Danny Rojas, Tamara Chamberlain.



Lance Emma with Dan Craig; Rick & Sherri Snavelly; Troy Kriebbaum and Bill Bumpas; Terry Fahy and Kevin Isaacs.



Much singing and mingling including with Ron Hutchcraft and Navajo leader Weston Francis.

... encourage one another and build up one another ...
 I Thessalonians 5:11



John Fuller with Jennifer Burkhiser and Vance Dillard; Bill Harrier and Cliff Langston; Roger Lonquist and Paul Virts.



Charles Morris with Judy Kron and Lance Emma; Wes Ward, Nancy & Doug Hastings, David Wollen; Barbara & David Santrella with Diane & Jim.



NRB requisite: iPhone in hand!; Janet & Jim Kirkland with John Fuller; John with Val Carolin and Jeff Mitchell; Pat Scott and Dennis Hutchinson



Allen & Susan Power; Tracy & Vicki Figley; Gene & Gayle Bender; John Sorensen and Hannah Rariden.

Getting Together at NRB...

If you are desperate to know the names in each large group photo, check our website library of NRB photos or ask peg@ambaa.com – space precludes listing all!

MEETING!



... not forsaking
the assembling
of ourselves
together ...
Hebrews 10:25

The team from Grace to You (**Jay Flowers, Steve Ostini, Stephen Russell, Bill Fickett, David Cotnoir and Michelle Blood**) hosted many station gatherings.



From Focus on the Family, **John Fuller** provided updates while **Dave Arnold** and **Chris Anthony** were on hand to begin the celebration of Adventures in Odyssey's #1000 episode.



The crew from Core Christianity included **Adriel Sanchez** and **Aaron Simon**; **Brad Mattes** and **Victor Nieves** from Life Issues Institute, with **Doug Myer, Jim Schneider** and **Dalton Windsor**.



"Meeting in the halls" is a great place to connect as well: **Bill Blount, Doug Myer and Jon Fugler; Charles Morris and Doug Meyer; Ron Hutchcraft with Brian Munse.**

A Reminder of the Value of NRB

At this year's NRB Membership meeting, **Jim Sanders** shared the following encouragement. Since many may not have heard the message in person, we want to share with you in our NRB coverage.

If you'll indulge me for about 7 minutes, I want to start by reading to you the first sentence of a beautifully written Gettysburg address:

"Standing beneath this serene sky, overlooking these broad fields now reposing from the labors of the waning year, the mighty Alleghenies dimly towering before us, the graves of our brethren beneath our feet, it is with hesitation that I raise my poor voice to break the eloquent silence of God and Nature." (Yeah, that's one sentence!)

Now you may think that doesn't sound like the opening of the Gettysburg address, but it is. The opening of the first of **two** Gettysburg speeches.

Those words came from famed orator **Edward Everett** at the dedication in 1863. Everett's speech continued for a little while longer. To be exact, another **two** hours. Lincoln, who spoke next, was on stage for less than two minutes.

You may have memorized Lincoln's iconic speech as a grade-schooler. His powerful words are permanently inscribed on the wall of the Lincoln memorial just as they are in many of our minds.

Lincoln thought the speech a failure. Little did he know how his 271 words would be preserved for all time.

I thought of Lincoln's remarks and his leadership after reading a superb piece in the *Harvard Business Review* which I want to share with you today. The focus was on the four attributes which set successful CEO's apart. It's quite fascinating.

And Lincoln certainly epitomized these attributes. So it seemed fitting to share these qualities with you since there are so many who are or will be C-Suite executives in this room. And I promise to take less than two hours to do so.

This work comes from a 10-year study known as the CEO Genome project. They looked at 17,000 executives with more than 2,000 of which were CEO's.

And interestingly, they found the best CEO's weren't ivy-league educated. IQ wasn't a factor. Good looks and the ability to speak weren't vital components. But there were **four** simple characteristics which made all the difference in them and I think they can in you and me.

The **first is the ability to decide with speed and conviction.**

Being decisive is far more important than being right. Successful CEO's make decisions earlier, faster, and with greater conviction. Good CEOs recognize that a wrong decision may be better than no decision at all. As Elon Musk has demonstrated the "fail quickly and recover quickly" style of operation.

Then, **secondly, high performing CEO's engage for impact.** They focus on understanding the core strengths of an organization and can effectively communicate it everywhere, particularly for non-profits to constituents. They bring others in on the plan, even dissenters as Lincoln did, with his team of rivals as Doris Kearns Goodwin called them, and including them in decisions along the way.

Proverbs promises, "there is wisdom in the counsel of many." There's no better place to have an ear to the rail of the future than NRB where wisdom is in ample supply.

Third, high performing CEO's adapt proactively. They anticipate change and scour a broad range of information flows, even from unrelated businesses. And the result, in sensing change earlier, make changes in strategy to take advantage of it.

If I may say, this is such a great description of your time here and value of NRB. Scour the landscape of information in our seminars and apply it to your own ministry or business.



Then **lastly, high performing CEO's deliver reliably.** The best CEO's produce consistent results. This attribute has proven to be the most powerful for success.

It helps to know best practices, but where should you lead your organization? Well, the great one, Wayne Gretzky, advised to "to skate where the puck is going, not where it was."

And again, NRB is just the right place to do that! This week you'll encounter a diverse range of topics presented by industry leaders on the future in a wide variety of fields and technologies.

Here are a few places to skate in our industry:

- **AI** — New artificial intelligence for farmers called AI-AIO. What part should AI play in your organization's future? If you haven't yet played with ChatGPT, do so. You're in for a treat.
- **Distribution of your content** — What's the best means of delivery to reach your constituents? How has it changed? Options today to deliver content are almost limitless.
- **Marketing** — How do you move someone from being unaware of your work to aware and then involved?
- **Attribution** — How do you know where your constituents want to consume your content? And what's their value?

Where should you be spending your ministry media budget?

I hardly need to remind you: we live in an upside-down world that desperately needs the Gospel. It's a world that Isaiah pointed his long bony finger and said, "Woe to those who call evil good and good, evil" (Isaiah 5:20).

A world that says...

Not using someone's preferred pronoun is hate speech...
That the fetus a woman's carrying is just a blob of meaningless tissue...
That men should be able to compete in women's athletics.

Malcolm Muggeridge was right: *"The depravity of man is at once the most empirically verifiable reality but at the same time the most intellectually resisted fact."*

The apostle Paul, living in an upside-down world, much like we do today, gave this charge to the Ephesian church and implicitly to us:

17 Live no longer as the Gentiles do, for they are hopelessly confused. 19 They have no sense of shame. They live for lustful pleasure and eagerly practice every kind of impurity... 22 Let the Spirit renew your thoughts and attitudes. 23 Be kind to each other, tenderhearted, forgiving one another, just as God through Christ has forgiven you.

Seems pretty simple to me.

Then finally, I want to circle back to Lincoln. This time to quote him from a speech given just eight months prior to the historic day at Gettysburg:

We have been preserved, these many years, in peace and prosperity. We have grown in numbers, wealth and power, as no other nation has ever grown. But we have forgotten God. We have forgotten the gracious hand which preserved us in peace, and multiplied and enriched and strengthened us; and we have vainly imagined, in the deceitfulness of our hearts, that all these blessings were produced by some superior wisdom and virtue of our own. Intoxicated with unbroken success, we have become too self-sufficient to feel the necessity of redeeming and preserving grace, too proud to pray to the God that made us!

May we never forget and ever acknowledge with gratitude that it is our sovereign God who makes all our efforts—and that of NRB—possible!



REJOICING!

And The Award Goes To ...

One of the delights of each year's NRB Convention is a time to recognize fellow communicators for faithfulness, excellence and impact in their efforts. Our heartiest congratulations to each of these!



It was a joy to join in the applause for **John Sorensen** and the team at **Evangelism Explosion** International as "Share Life Today" was recognized as NRB's prestigious "Radio Program of the Year." With John in accepting the award was Hannah Rariden (EE) with Michael Shelley and Colleen Dick (Radio Committee members). The 1:00 daily feature is one of a variety of ways EE is "equipping America" in how to share our faith.



Last year, millions of viewers saw a creative "take" on a core value at **Focus on the Family** with a nationwide pro-life effort titled "It's a Baby." The spot underscores that a fetus is a baby. For their work, the organization received the award for "Messaging Campaign of the Year" (Gary Schneeberger accepting).



The Board of Directors Award was given to **Don Stephens**, founder of **Mercy Ships** which operates the largest non-governmental hospital ships in the world. The award honors a Christian who demonstrates integrity, displays creativity, and makes a significant impact on society and was accepted by the new voice of "The Mercy Minute"—**Raeanne Newquist**.

Despite presidential activity in another area of Opryland 😊, a large crowd gathered for the annual KCBI (Dallas) Reception where Matt Austin and Sharon Geiger honored "**Grace to You**" for the four-decade relationship with the facility. While **John MacArthur** thanked the station team via video, Jay Flowers (COO at the ministry) accepted the award.



One of the prime delights of NRB is connecting with longtime friends like **Steve Arterburn** (**New Life Ministries**) who was recognized with the '24 "Radio Impact" award and **Wayne Pederson**, inducted into NRB's Hall of Fame.



Time for Input and Inspiration . . .

We're grateful for those who serve us all by saying "yes" to the invitation to participate.

SHARING!



Our own **Lee Ann Jackson** with **Gene Bender** and **Chuck Finney** on "Radio Listener Reach – It's Still About Radio First" as well as **Rob Kirkpatrick** (Focus on the Family) anchoring the "Expanding Your Reach with Podcasting" workshop.



NRB is a great place for casual exchange as well as for grabbing speaker interviews—pictured **Steve Ostini** and **Rob Kirkpatrick**; **Bob Crittenden** and **George Barna**; **Paul Scott** with **Brad Mattes**.



Love the one-on-one time with friends like ... **Lisa Anderson**, **Laura Rebouche**, **Catherine Cobb**, and **Carolyn Cassidy**.



And those we consider family as well, like ... **Rosemary & Jim Garlow**; **Barry & Karen Meguiar**; **Ed Atsinger** and **Carl Miller**.

So Many Special Moments . . .

**WE
CONNECT!**

Before speaking to a full NRB house, **President Trump** took time to greet leadership of the organization (pictured with Chairman Jim Sanders and wife, Diane).



Welcoming Margaret Sanders back to NRB meant multiple re-connects with friends including: **June Hunt** (Hope for the Heart); **Ken Barun** (BGEA); **Ron Harris** (MEDIAlliance International); **John Fuller** (Focus on the Family).



The AAA team was pleased to greet: **Ted Semper** (HisAir); **Danielle Geders** (Salem); **Fred Jacobs** (Jacobs Media); **Aaron Simon** and **Adriel Sanchez** (Core Christianity).



And even time to (now and then) eat and relax (??)!



Jay Flowers; Tom Steigleman; Lynn & Bruce Munsterman (yes, they snuck over to Cracker Barrel!) ... and our **Rebecca Richardson!**

Celebrating the Faith of our Fathers*

**WE
COMMIT!**

If you were one of the few "still standing" when Troy Miller asked how many have attended NRB for 40 years 😊, you'll understand well our noting deep appreciation for the longtime relationships forged because of serving in Christian broadcasting. And for more than a few, that partnership extends not only over years but generations—just take a look!



Recipients of the legacy of godly fathers, Jim Sanders and **Stu Epperson Jr.** reflected on that blessing. Both wore a suit at NRB that had belonged to dads, Al Sanders and Stuart Epperson Sr. who was also honored at the Salem breakfast (wife **Nancy** accepting the first Epperson Award).

Agreeing on the treasure that is family legacy, it was a joy to be with **Rich & Faye Bott** (Bott Broadcasting Network) as Margaret Sanders looked back on a 50+ year relationship with Rich's folks, NRB faithfuls **Dick & Sherley Bott**. Thanks for the great breakfast, too!



Serving the Crawford Broadcasting enterprise, **Don Crawford Jr** (L) joins **Brett Larson** with dad, **Nev Larson**, both of whom have long provided leadership at WDCX (Buffalo NY), a Crawford station. Don's dad followed in the large footsteps of father, pioneer broadcaster **Percy Crawford**.

It was a special joy to greet **Charissa Swindoll** who has stepped into leadership as President of Insight for Living. For Margaret Sanders, the many years as organist at Fullerton Evangelical Free Church under Chuck Swindoll's teaching ministry was a lifetime highlight. Entwined lives over the decades bring such delight.

Following in his dad's footsteps long ago, it was such fun to re-connect with **Tom Moffit** whose own longtime Christian station ownership/operation continues with WRJZ (Knoxville TN).



Having recently announced to stations a transition in leadership at the ministry, **Ron Hutchcraft** (whose voice continues on "A Word with You") met with station friends at NRB, introducing sons **Doug** (newly-appointed President) and **Brad** (named Executive Vice President) to partners.

*And mothers too!



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It is hard not to smile ...

... when April arrives! Despite the traditions of April 1st, the awakening that is Spring in full bloom somehow always puts an extra zip in the step. So do events like those below—impacting lives for the Kingdom. Take a look!



April 4: Two favorite Revive Our Hearts contributors—**Dannah Gresh** and **Erin Davis**—team up for “Flourish.” The evening for women includes worship, study and unique fellowship.



joni&friends

April 5-13: This week, *Wheels for the World (Joni and Friends)* will be delivering encouragement with wheelchairs and Bibles to those in need in Cuba as well as Guatemala. Thank you for praying!



April 12-13: In Dallas TX, hear **Dr. Greg & Erin Smalley** (Focus on the Family) in four special sessions at the “Resist the Drift” Marriage Conference (held at Crosscity Church).



April 13-17: If you’re part of the broadcast industry, you probably have this on the calendar already—the annual “**NAB Show**” (Las Vegas) which invariably provides new thinking on what’s ahead!



April 15-19: At the WinShape Retreat Center (North Georgia), couples will gather for **Focus on the Family's Hope Restored** marriage intensive. For more information and other dates, check the ministry’s website.



April 19: Celebrating the completion of the new *On Eagle’s Wings* Leadership Center, the team at **Ron Hutchcraft Ministries** (Harrison AR) will be dedicating the facility to His glory.



April 21-27: Did you know? It’s **National Volunteer Week** ... a perfect opportunity to express appreciation to those volunteers working at your station or ministry who make such a difference!

Worth Considering

*He is no fool who gives up
what he cannot keep to gain
that which he cannot lose.*

— Jim Elliot