



# Ambassador

We Connect. Ministry and Media.

OCTOBER  
2024  
UPDATE



*“I’m so glad I live  
in a world where  
there are Octobers.”*

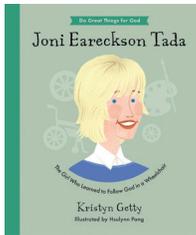
*– Lucy Maud Montgomery*

## INSIDE

<b>This Month:</b> Upcoming Events in October .....	Page 3
<b>Scenes of Summer:</b> Special Fellowship Highlights .....	Page 4
<b>Consider This:</b> 10 Tips for Soaking in Scripture .....	Page 7

## DID YOU KNOW?

Kristyn Getty has written a new illustrated children's biography that we can't wait to read! Titled **Joni Eareckson Tada**



**Tada: The Girl Who Learned to Follow God in a Wheelchair**, the book is the latest in the "Do Great Things for God" series from the Good Book Company.



Haven's longtime tagline has been "All about Jesus"—which is the title of a special anniversary CD that includes favorite hymns as well as a booklet on Haven's unique and historic legacy. Ask Rebecca@ambaa.com for your copy.



As part of the ministry's longtime commitment to prison ministry and in partnership with a tech company that supplies prisons with preloaded tablets, messages and resources from **John MacArthur** are being included in the offerings. Tablets are already available in 450 institutions in 44 states.

**“You will never have more grief than grace.**  
— Ron Hutchcraft  
(A Word With You)

## THE LATEST FROM AMB-OS



# Redundancy: A Belt and Suspenders View of Life

**“Redundancy is ambiguous because it seems like a waste if nothing unusual happens. Except that something unusual happens ... usually.”**

That's the definition of redundancy: having parallel means of accomplishing some goal. **Redundancy** is what allows engineers to sleep well at night. (That and Ambien!)

Dick Becvar, General Manager of Amb-OS, likes to call this redundant planning a **“belt and suspenders design.”** You have it already in various places—your car has redundancy in your spare tire, the commercial plane you fly in has systems to ensure staying in the air. Redundancy is everywhere.

This **redundancy is vital to Amb-OS.** We've always maintained an array of redundant file servers and server types in multiple locations. Our primary server farm is in Raleigh, North Carolina. There are Reporting Servers, Load Servers and Stream Servers. Each machine there is redundantly backed up by servers in Los Angeles, constantly mirroring our east coast center.

But the best kind of redundancy is that which is “auto-magic.” For Amb-OS, this means deploying redundant “fail over” software to Amb-OS receivers. The receiver automatically switches from satellite to a redundant terrestrial file server. No operator intervention is needed. We call it **“Satellite via Internet”** or “Svl.”

But we won't stop there. We're deploying *additional redundancy* by spinning up a third server cluster. Since there is no equipment to be installed, we can quickly switch to another server cluster anywhere in the world! The technology is impressive and will further serve Christian radio stations in the days ahead. And, though perhaps redundant to say so ... as **partners in ministry**, we thought you'd like to know!

— Jim Sanders

# What's Up in October?

THIS  
MONTH

Here's a reminder of some reasons we love October. (And be sure to note some additional important milestones on the back cover!)



## **New Episodes for Adventures in Odyssey Released**

On-air all this month the beloved drama from Focus on the Family features all-new content. If you don't yet air this feature that both kids *and* adults enjoy, audition at our website. The characters populating Whit's End make for terrific listening!

**BRING YOUR BIBLE DAY**  
BY FOCUS ON THE FAMILY

## **Bring Your Bible Day (10/3)**

Launched by Focus on the Family in 2014, *Bring Your Bible Day* is an annual celebration that empowers Christians to live out their faith. All it takes is two simple steps—bringing your Bible to school or the workplace and sharing what God's Word means to you. Find resources at the website!



## **Clergy Appreciation Day (10/13)**

While it's a month-long opportunity (launched in 1994 by Focus on the Family), October 13 is designated as the Sunday to particularly fulfill the exhortation of 1 Thessalonians 5:12-13. Check out our Toolkit for resources including links to how stations can engage in the expression of thanks for those in pastoral ministry.



## **Happy Birthday #98 to Margaret Sanders! (10/27)**

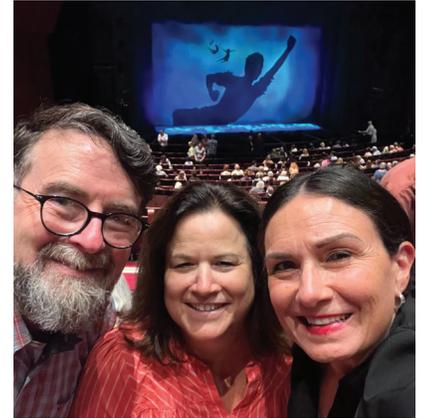
Wife of Ambassador's founder, and for many years active herself in agency work, we're celebrating Margaret's 98 years of Kingdom living on October 27. A gifted musician (evidenced at NRB '24 😊), "M" (as she is known in our halls) continues daily to maintain her prayer journal, play the piano, and figure out the Wordle puzzle! We're so grateful for God's grace in her life—and thus, in ours!

## SCENES OF SUMMER

# Meeting and Greeting

*You never know what opportunities for fellowship may come over summertime ... here are a few that made for special days for our crew.*

Thanks for coming west! It was a delight to welcome the "Focus on the Family" crew (**John Fuller**, **Brian Krause** and **Rob Kirkpatrick**) to AAA for our summertime connection. As always, despite a lengthy agenda, we were able to sneak in some good food and fun too—including a performance of *Peter Pan*. (No, we won't grow up!)



While in SoCal, John Fuller took time to check in on valued station partners including KWVE, KKLA and a visit to Salem's HQ.



John and Brian with **Lance Emma** (GM/KWVE) ... and that's former Ambassador staffer **Phil Ross** at the microphone, now a member of KWVE's crew.



Visiting with **Donna Rusch** (AM Host) and **Terry Fahy** (GM) at **KKLA** and then up the road to **Camarillo** for fellowship with **Barb** and **David Santrella** (President/Salem Media). Thanks for reading *Update*, friends!

Meanwhile, in Colorado Springs, **Danielle Geders** (Salem Media) enjoyed the sell-out One Grand Party (Adventures in Odyssey's 1000th episode celebration) with husband, Eric, and Odyssey fans (her boys): Cole and Oliver.



A very special thank you to **Sam Rinearson** (L), Director of Strategy at Eaglecom, for taking time to come by AAA when in OC. Those Crumb! Cookies are ... absolutely off the charts! Thanks again, Sam!



No, it was not a special Purple Day—just “harmonic convergence” when our great friend **Evelyn Gibson** came to AAA to share in Devotions followed by a farewell luncheon as she heads north to Bend, Oregon, after more than 40 years in SoCal. She has plenty on her agenda, however, in continued ministry!

(Feel free to send Ev your greetings at [oceanmode@gmail.com](mailto:oceanmode@gmail.com) ... hmm, that may have to change when she lands in the Cascades! And the Red Vette is morphing to a more appropriate SUV for that Oregon winter!)



Margaret Sanders, Evelyn Gibson, and Jennifer Perez

And always a blessing to be with the “Grace to You” team including **Jay Flowers**, **Steve Ostini** and **Matt Jones**. Great fellowship around both the meeting and eating tables!



A hallmark of Grace to You is the ministry's generosity—our team was delighted to each receive a mug and new MacArthur volume ... thank you, Jay!



While at AAA, the GTY crew graciously added to our video series, each sharing a favorite verse of Scripture. Look for those (and others) on AAA's Facebook & Instagram pages.

IT'S  
ALL  
SPECIAL!

# Recognizing Legacy Leader Joni Eareckson Tada

Following a message to the audience of 5,000 at this year's *Global Leadership Summit* held in Barrington IL, **Joni Eareckson Tada** was recognized with the Summit's inaugural "Legacy Leader Award."

More than 400,000 actually participated via online viewing, hearing Joni speak to business and ministry leaders globally:

*"God leverages our weaknesses and minimizes our strengths when He does Kingdom work. It's not how the kingdoms of this world get things done but it is the way of the cross. And in the 45 years I've led "Joni and Friends," I've forgotten everything I ever heard about personal power leading to effective leadership. Confidence, charisma and chutzpah count for little over the long haul. But giving our weakness to God does!"*



Joni with husband, Ken, accepting the award from David Ashcraft, CEO of the Global Leadership Network.

## Looking Ahead for Seasonal Programming

*Don't miss these holiday specials that will be available for airing over the next few months—it's not too early to plan ahead!*

*Additional content and permission to re-air various classics will be noted in next month's Update!*

### ***A Place Higher than Sorrow*** (Carter Conlon)

With Philippians 4:6-7 in view, Pastor Conlon shares the real reason we have to give thanks to God when circumstances try to lead us otherwise.

### ***The Spirit of Christmas*** (Joni Eareckson Tada with special guest, Ken Tada!)

In her first Christmas special, Joni's love of music and Scripture are an interwoven celebration of the season.

### ***Christmas Through the Eyes of a Child*** (Carter Conlon)

Hear a powerful and yet highly personal reflection on the season based on Christ's own advocacy for children (Matthew 18:3-4) in view.

### ***Purpose Beyond Pain: God's Design for Life*** (Brad Mattes)

With special guests including Joni Eareckson Tada, this all-new special is designed to bring hope for those who suffer—a unique celebration of Sanctity of Life Sunday (January 19).

# How Do I Meditate?

## 10 Tips for Soaking in Scripture

CONSIDER THIS

When we read this recent blog from **Revive Our Hearts**, we wanted to share it further. As **Nancy DeMoss Wolgemuth** is immersed in preparation and recording for a 260-message series titled “Wonder of the Word,” we’re grateful for others who are contributing to the ministry’s impact. To read the entire blog only excerpted here, go to: <https://www.reviveourhearts.com/blog/how-do-i-meditate-10-tips-for-soaking-in-scripture/>

It’s no secret that we are called to meditate on Scripture. The Lord says we should reflect on it, mull it over, chew on it (unglamorous as it sounds) the way a cow does its cud.

“I want to meditate,” you say. “But I’m just not sure how.” I get it. As I stopped to meditate on this answer (sorry, I had to), I came up with ten ways that we can make meditation happen in our everyday lives. Not every strategy will work for you. But perhaps two or three of them will be doable. Or maybe my list will help you create your own.

### Tip #1: Write It

Take some time to write out a passage or verse that you want to think about or journal your thoughts about it. The act of putting a pen to paper will trigger your memory as multiple senses get involved in the activity.

### Tip #2: Pray It

Take a few minutes to reflect on a passage of Scripture by turning it into a prayer. Start by finding attributes or works of God that you can thank Him for. Next, consider how the gospel shows up in the passage. You can also look for promises of God to claim or sin you need to confess.

### Tip #3: Create with It

Sometimes drawing a sketch of a passage can really help you visualize and understand it as you slow down and examine the details. Or maybe you could try setting a verse to music or writing song lyrics based on the verse.

### Tip #4: Memorize It

Memorizing the Word may be the single most effective way to meditate on a verse or passage. You have no choice but to ponder the words as you go through the process of memorization. Then they’re hidden in your heart.

### Tip #5: Teach It

Just take a few minutes to verbalize what’s been rolling around in your head. The act of putting your thoughts into words will once again cause your brain to meditate.

### Tip #6: Read It in Different Versions

Read the passage you want to think about in several versions of the Bible. Doing so will help you notice slightly different shades of meaning for a particular word and help you think about even the most familiar verse in a new way.

### Tip #7: Paraphrase It

After you’ve studied a passage or verse, close your Bible and try to put the main idea into your own words. For longer passages, you might try summarizing. Doing this will help with both comprehension and meditation.

### Tip #8: Take It with You

Write out the verse on a sticky note, and put it in your pocket. Or, you could go digital and take a picture of your sticky note and set it as the wallpaper of your phone. Then, every time you check your phone, you’ll see the verse.

### Tip #9: Listen to It

Bible apps have made listening to Scripture easier and more accessible than ever. You can listen and meditate while you’re doing something else that doesn’t require too much brainpower—driving, cooking dinner, or exercising.

### Tip #10: Learn It

Become a student. Find a sermon from a trusted pastor, listen to a podcast, or read a book that dives into the passage. Studying at the feet of other teachers may help you meditate on the verse even more effectively.

So, there you go. Ten practical ways that you can abide in the Word and let the Word abide in you (John 15:7)!

— Cindy Matson



# Ambassador

ambassadoradvertising.com

1641 Langley Avenue  
Irvine, CA 92614

949.681.7600



@AmbassadorTeam

#AmbassadorLife

## Can you hear the thunder?

The race to the holiday season is in full bloom this month—barely time to mark Halloween before Christmas begins to swallow it all up. But wait—there is so much to savor this October. Just take a look!



**October 13:** Before heading out on another trip to Israel, **Jim Garlow** will be at Alive Church (Tucson AZ) to speak at the evening service.



**October 25:** Concluding a full week of outstanding speakers, **Anne Graham Lotz** will deliver the closing message for Moody Bible Institute's historic Founder's Week Conference.

## PRAY VOTE STAND SUMMIT

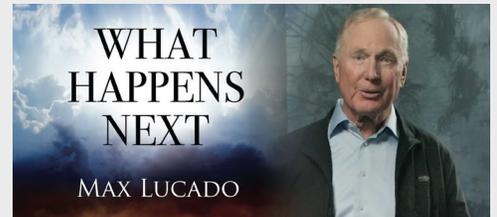
**October 4-6:** **John Sorensen** ("Share Life Today") leads a break-out session ("Is Personal Evangelism Effective in Today's Culture?") at the *Pray, Vote, Stand Summit* (Washington DC).



**October 6:** Heartiest Happy Birthday to **John Fuller** (Focus on the Family)—John, it appears this is your "Bonanza" edition of Update. We hope Ken Tada understands 😊.



**October 15:** What a celebration ... **Joni Eareckson Tada** marks her 75th birthday today. (If you haven't yet sent your greetings to Joni—please check out the landing page at the Ambassador website!)



**October 21:** Join **Max Lucado** for a special six-session video Bible study titled "What Happens Next"—a study dedicated to understanding God's plan for the end times. Sign up at [MaxLucado.com](http://MaxLucado.com).



**October 28-30:** At **Focus on the Family's** HQ (Colorado Springs), Paul Tripp and others will lead *The Focused Pastor Couples Conference*, a special time to "refresh in the Rockies."

## Worth Considering

"October is a hallelujah!"

— John Nichols