

*your monthly update from . . .*

February 2016



# AMBASSADOR

WE CONNECT. MINISTRY AND MEDIA.



Life of prayer, life of joy

*Vonette Bright*

1926-2015

## did you know?

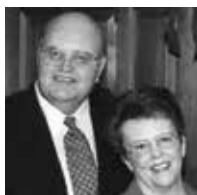
### Henry Flowers

joined the Life Issues Institute on January 4 as director of urban outreach to lead the Institute's Protecting Black Life initiative. He comes to Life Issues from pro-life work in South Carolina and is a gifted speaker, singer, and author. He brings a unique firsthand perspective to the work of ending abortion as the son of a young (17 year old) unmarried mother who sought to end her pregnancy. Henry counts his survival as God's protection and preparation for his work as an advocate for the unborn.



### Blessings to Curt

**Marker** who retires this month as GM at WHWL/WEUL/WHWG in Marquette MI. The reins will be taken over by Andy Larsen—for whom we have prayed after losing his wife in a car accident last summer. Curt and wife, Beth (who also works at the station in accounting), will continue to serve on the station Board. Best wishes to all from the AAA team!



### Mercy Ships

has recently announced *The Africa Mercy* will spend the second half of 2016 into summer 2017 in Benin, West Africa. The last time a Mercy Ship docked in Benin was 2009. Over 2300 people received free surgeries during that field service and more than 10,000 patients received free dental care.



Focus on the Family recently announced two exciting personnel changes. Companioning Greg Smalley as VP of Marriage,



**Danny Huerta** has been appointed Executive Director of Parenting. Danny, born in Mexico City, Mexico, has been at Focus for 11 years, serving in the Counseling Department as a certified cognitive behavioral therapist. Longtime friend and former staffer



**Bob DeMoss** rejoins Focus as VP of Content. Bob is an internationally acclaimed speaker and prolific author and returns after a 21-year hiatus to FOF from Franklin TN.

## tech updates [BY JIM SANDERS]

### AFR News on Amb-OS!

We're excited to announce the addition of *American Family News* to Amb-OS. It's no small task to find a trusted source that provides a balanced view of the news. So we're thrilled that the American Family News Network has selected Amb-OS to assist in distributing their hourly newscasts.

*American Family News* has been serving Christian broadcasters for more than 18 years. From the beginning, the mission of the team of AFN journalists has been to give your audience a biblical, Christian perspective on the important issues of our day. The number of Christians who regard *American Family News* as their trusted news source continues to grow!



*American Family News* provides hourly top-of-the-hour, Monday through Friday coverage, and then *American Family News Week in Review* reports on the weekends. If you'd like more information on becoming an *American Family News* affiliate, please contact Jim Stanley at 662-844-8888 x375 or jimstanley@afn.net. By the way, you can also request permission to air via our Amb-OS permissions portal: <http://www.amb-os.com/permissions>. Click on: *American Family News* or *American Family News – Week in Review*.

### FTP Transition

Our transition to a new FTP site ([ftp-programs.amb-os.com](http://ftp-programs.amb-os.com)) is nearing completion. You should have long ago received your username/password to replace our legacy station/aaa combo. But if not, please email [ftp@amb-os.com](mailto:ftp@amb-os.com) where we'll get you up and running quickly. Our FTP site also has a permission portal which you can access at: [ftp-permissions.amb-os.com](http://ftp-permissions.amb-os.com). There you'll be able to manage the list of programs you download via Ambassador's FTP.

### Amb-OS at NRB

Dick Becvar, Charley Mefferd, Jon Davis and I will be at NRB and hope to see you there! Please introduce yourself to us, and we'll give you an Amb-OS LCD Atomic Clock. It sets the date and time via radio frequency, so you'll never wonder about the exact time. (Old saying: "The man who has one clock thinks he knows what time it is; the one with two clocks is never sure.") We have a limited supply, so please greet us early in the convention! Just be sure to mention you saw this note and we'll make sure you get your Amb-OS Atomic Clock, while supplies last!



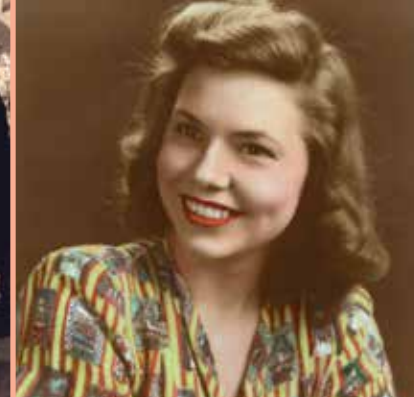
## new from focus

### Crazy Little Thing Called Marriage

Is it crazy to think a marriage can be filled with passion and adventure? Based on research of thousands of strong couples across the country, the twelve essential elements outlined are not only biblically based; they also chart a course for a romantic adventure that will last a lifetime. In this new book, beloved marriage experts **Dr. Greg and Erin Smalley** help couples learn to navigate life's twists and turns to find God's best for a strong marriage and cray-zee love.

Greg Smalley serves as executive director of Marriage and Family Formation at Focus on the Family. We have limited opportunity for stations to give away copies of the brand-new book to listeners the week of Valentine's Day (a great tie-in to Focus programming that week with Greg & Erin as featured guests). Contact [katie@ambaa.com](mailto:katie@ambaa.com) for details.





**“I gave Him all my trust ... and He did not fail me.”**



**Vonette Bright entered into the presence of the Lord she so faithfully served all her life on December 23, 2015.**

The tributes since her passing are appropriately multitudinous—and all reflect the impact of her life on so many spheres of influence. Her ebullient outlook on life perpetually brought joy to those who were privileged to know her. At the same time, her passion for Christ could often evoke conviction as she was a powerful promoter of prayer (founder of the National Day of Prayer, in fact) and a consistent voice for evangelism—a calling she shared with her husband, Bill Bright, as co-founders of Campus Crusade for Christ (Cru).

For nearly two decades, Vonette became a regular part of the Christian broadcasting community with “Women Today”—a daily 1:00 feature heard on hundreds of stations across the country and around the globe. That outreach amplified the many other avenues Vonette was afforded as a Christian leader to convey her life’s core message ... that this was the God who could indeed be trusted.

For the Ambassador team, it was a deep joy to support Vonette’s work in serving “Women Today.” Like so many others, we will miss that gracious “honey” salutation that was so authentically Vonette.

We will miss the confidence that was unfailingly hers in leaning into God’s ordination—even when it meant releasing her beloved Bill into eternity years before He called her home too. We will miss her relentless voice of spiritual wisdom and the call to prayer that became the hallmark of her ministry.

But we rejoice in the reward of this servant who has, indeed, done well. With gratitude for the inspiration of her life example that will continue to encourage generations into the future.

**MORE ONLINE:** This remarkable woman’s life story is beautifully chronicled at the website: [vonettebright.cru.org](http://vonettebright.cru.org). Don’t miss reading more for it is a story of powerful transformation at God’s extraordinary work in one woman’s life. And the photos are wonderful too!

**NRB 2016:** Vonette Bright is posthumously receiving the NRB Board of Directors Award at this year’s convention.

# WE'LL SEE YOU THERE!

# proclaim16

NRB INTERNATIONAL  
CHRISTIAN MEDIA CONVENTION

## LOOK WHO'S AT NRB!

\*Names with an **asterisk** will be at the Meet & Greet

Organizations in **bold** are Proclaim '16 sponsors

- Lisa Anderson\* (The Boundless Show/  
Focus on the Family)
- Carter Conlon\* (It's Time to Pray)
- Ron Deal\* (FamilyLife Blended)
- Nancy DeMoss Wolgemuth\*  
(Revive Our Hearts)
- Steve Douglass\* (Making Your Life Count)
- Jay Flowers\* (Grace to You)
- John Fuller (Focus on the Family)
- Jim Garlow\* (The Garlow Perspective)
- Steve Green (**Museum of the Bible**)
- Anne Graham Lotz (Daily Light for  
Daily Living)
- Bob Lepine\* (FamilyLife Today)
- Brad Mattes\* (Life Issues)
- Janet Mefferd\* (Janet Mefferd Today)
- Barry Meguiar\* (**Revival Outside the Walls**)
- Eric Metaxas (The Colson Center)
- Charles Morris\* (Haven Today)
- Wayne Pederson\* (**Reach Beyond**)
- Dennis Rainey\* (FamilyLife Today)
- John Sorensen\* (Share Life Today/  
**Evangelism Explosion**)
- Joni Eareckson Tada\* (Joni and Friends)
- Bob Waliszewski\* (Plugged In/  
Focus on the Family)

Many of the speakers above are available for **interviews** at the convention, contact [Evelyn@ambaa.com](mailto:Evelyn@ambaa.com) for details.

## AT THE EXPO CENTER

- Cru (#451)
- Evangelism Explosion (#455)
- Museum of the Bible (#662)
- Reach Beyond (#821)

## AMBASSADOR'S MEET & GREET

You are invited to join us for Ambassador's annual get-together. It's your opportunity for fellowship with your partners in ministry and media (see who's coming on the left column!). We'll have coffee, candy (of course!), and a hymn-sing with Joni Eareckson Tada! Come and enjoy the time together on Thursday, Feb. 25 from 7:00-8:30AM in **Ambassador's Hospitality Suite** (Delta Island E).

## YOU'RE INVITED: 3 WAYS TO FOCUS ON THE (LISTENING) FAMILY

Check out these Focus on the Family sessions and RSVP to [Katie@ambaa.com](mailto:Katie@ambaa.com) for location details.

### How We Help Families Thrive (Wednesday, Feb. 24 at 3:00PM)

Every day you give encouragement and advice for families listening to your station—so how can you step it up? Come for a lively conversation about how we minister to families in both the "everyday" and in times of crisis. Discussion points include creative ways to promote the daily broadcast, and how to point people to hope in the midst of tragedy. (Open to all Focus on the Family station partners)

**YOUR HOST:** **Rob Kirkpatrick**, Executive Director of Focus on the Family Daily Broadcast



### Plugging In to More than Just Movies (Thursday, Feb. 25 at 9:00AM)

The "buzz" in entertainment today is more than just the latest movie – it's YouTube, Netflix, and what Taylor Swift said on Twitter. How does your station equip people to think rightly about the many influences available today? Get perspective and be inspired to shine a light on today's entertainment. Ideal for stations who have adopted Plugged In's new 5-day format including entertainment reviews on music, DVDs, video games & apps, TV, and movies. (Open to all)

**YOUR HOST:** **Bob Waliszewski**, Director of Plugged In and host of the daily 1:00 feature



### 5 Must-Haves for Talking to Millennials (Wednesday, Feb. 24 at 4:00PM)

Millennials are your current or next generation of listeners – how are you talking to them? Come learn the five must-haves for engaging with millennials today, and leave equipped to challenge 20- and 30-somethings to reject society's low expectations and live biblically in all things, including relationships. (Open to all)

**YOUR HOST:** **Lisa Anderson**, Director of young adults for Focus on the Family and host of The Boundless Show, a weekly 26:00 program



## BOB LEPINE

He speaks, he sings, he hosts! We're talking about Bob Lepine (FamilyLife) who will be talking all week long as your Proclaim '16 emcee. Then at FamilyLife's annual "Name That Tune" he'll (briefly) share the mic with you when you participate in a fun round (or three!) of music trivia. That's Thursday, Feb. 25 at 9:00PM in Canal A.



## ANNE GRAHAM LOTZ

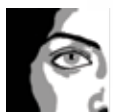
She is a woman who is truly saturated with Scripture. Anne Graham Lotz (AnGeL Ministries) will exhort the NRB community at the **Closing Gala Dinner with Special Service Awards** on Friday, Feb. 26 at 6:00PM. Don't miss the punctuation mark for what is sure to be a remarkable week!



## MUSEUM OF THE BIBLE DISPLAYS IMPRESSIVE COLLECTION, FUTURE PLANS AT CONVENTION

Never before has the NRB Exposition hosted such an impressive interactive exhibit where Museum of the Bible chronicles the remarkable history of the Bible, from its transmission and translation to its impact and controversies. You'll see priceless artifacts used to tell the stories against the backdrop of immersive environments such as the Caves of Qumran, where the Dead Sea Scrolls were discovered; and even the Jerusalem Chamber at Westminster Abbey, where a committee of scholars worked to finalize the King James Bible translation. The exhibit, presented by Museum of the Bible, is a must-see for every person who wants to engage with the history of the bestselling, most influential book of all time – the Bible! Grab a few people during open hours of the Expo Center and head to **Museum of the Bible's exhibit (#662)**.

Don't miss **Dinner with the Greens** where Steve Green, President of Hobby Lobby and Founder of Museum of the Bible, will share his family's story—including the launch of Museum of the Bible and *The Book* radio feature. A meal ticket is required for this special event on Wednesday, Feb. 24 at 5:00PM.



INTERNATIONAL DAY  
FOR THE  
**UNREACHED**

## CONCERT with Phil Stacey

You're invited to an intimate concert with **American Idol** finalist **Phil Stacey**! Enjoy the music, and learn how you can participate in **Reach Beyond's first-annual International Day for the Unreached (May 15)**. Refreshments will be served and you'll have a chance to meet the artist.

See you there on Thursday, Feb. 25 at 3:00PM in Ambassador's Hospitality Suite (Delta Island E).

VIP seating available with RSVP to [kbobo@reachbeyond.org](mailto:kbobo@reachbeyond.org).



## CELEBRATING A 25-YEAR IMPACT

Congratulations to "Life Issues" with **Brad Mattes**, President and CEO of Life Issues Institute, awarded the **National Religious Broadcasters Radio Impact Award for 2016**. On-air since 1991, "Life Issues" is a daily 1:00 commentary on pro-life concerns heard on more than 1,100 radio outlets. The feature is sponsored by Life Issues Institute, celebrating its 25th anniversary this year. The award will be presented on Friday, Feb. 26 at the NRB Closing Gala and Awards Dinner.



## SPECIAL RECOGNITION

Giving honor where honor is due – and this time to **Nancy DeMoss Wolgemuth** who is being presented **Moody Radio's 2016 Robert Neff Award**. This distinction, named in memory of Moody Radio's former vice president, will be presented on Thursday, Feb. 25 at 3:00PM in Moody Radio's Hospitality Suite (Delta Island F).



Introducing ...

## Making Your Life Count

For nearly 20 years, the radio voice for **Cru** has been “**The Lighthouse Report**”—aired on hundreds of stations across the country and around the world every day, sharing the stories of impact that are transpiring for those passionate about sharing their faith.

Beginning this month, the focus becomes more personal as “**The Lighthouse Report**” undergoes a name change and a new emphasis. With continued 1:00 and 2:00 daily features, listeners will no longer merely be informed about lives transformed by Christ ... they’ll be encouraged to hear examples of how each of us can make a difference ourselves.

Anchored by Cru President Steve Douglass, “**Making Your Life Count**” is a fresh reminder on making ourselves ready and available for the divine appointments He has planned for our lives. A new website will also help amplify the radio feature’s impact by offering help for individuals anxious to live out such commitment.

As the Ambassador team deepens our service to Cru by representing “**Making Your Life Count**,” we’re so pleased to actually be resuming a partnership for the feature that began some time ago.



To audition the feature, delivered via Amb-OS as well as the AAA FTP site, go to our website—or simply call Haley Hook at Ambassador for assistance.



### STEVE DOUGLASS

is President of both Campus Crusade for Christ International, and Cru, as the ministry is known in the U.S. He came to the ministry after graduating from MIT and Harvard Business School. Over the more than four decades of service, he has held a variety of positions but was appointed President in July 2001, taking over from founder Bill Bright.



Author of a number of books (including *How to Achieve Your Potential and Enjoy Life*), Steve and his wife, Judy, reside in Orlando—where the organization is headquartered. They are parents of three grown children and “enjoy life” that includes seven grandchildren too.



**THIS NRB**, be sure to greet **Steve Douglass** and others from the radio team at the Ambassador “Meet & Greet” on Thursday 2/25 (7:00-8:30AM) ... and visit the Cru booth (451 Exhibition Hall).

**DOES YOUR STATION CURRENTLY AIR THE LIGHTHOUSE REPORT?** You’ll be hearing from the Ambassador team soon to confirm your airing of “**Making Your Life Count**”—and thank you for that! Promotional tools are available to help you tell listeners of the change. Contact Haley@ambaa.com for information—or visit our website for more details.

## new for your bookshelf

Read any good books lately? We'd love to know what you'd recommend! In the meantime, here are a few of our new favorites from friends in ministry ...

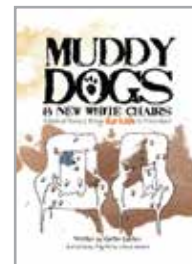
**The Colson Way: Loving Your Neighbor and Living with Faith in a Hostile World (Owen Strachan):** A leading young theologian and public intellectual shows how the life and legacy of Chuck Colson can equip Christians to live a bold and loving faith in the public square.

Hear more of the legacy of Chuck Colson on every day's *BreakPoint* commentary with Eric Metaxas and *The Point* with John Stonestreet.



**Muddy Dogs & New White Chairs: A Book of Poems for Kids to Think About (Carter Conlon):** Cats that can count, a fish that rakes and a skunk in a trunk that can't let go of his junk—all characters in a collection of poems inspired by Carter's grandchildren. These lighthearted poems are combined with scriptural thoughts that help bridge life's lessons in a way that inspires conversation at any age.

Carter Conlon is pastor of Times Square Church and speaks daily on the 1:00 *It's Time To Pray* feature.



## question of the month

It's Super Bowl #50 on Sunday, February 7. (Hard to believe some of us actually remember that first game). So we've asked some friends: **Who is your all-time favorite football player?**

I grew up 10 minutes from Gillette Stadium in Foxboro, MA and suffered as a fan of the New England Patriots from birth... until that day Drew Bledsoe was injured and in came a 23-year-old **Tom Brady**. Football life has never been the same.



**Sean Troland**  
General Manager  
The Light Radio Network (Essex Junction, VT)

*As a player, it says everything about you if you made the Hall of Fame.*

*But, then again, boy... there's something about winning a Super Bowl.*

—TERRY BRADSHAW

I'm a bigger hockey fan than football, but I'd say my favorite player, based on his unbelievable athletic ability, was **Bo Jackson**.

**Todd Stickler**  
Operations Manager  
KBRT-AM (Los Angeles, CA)

**Earl Campbell.** I just got really excited every time he touched the football, because of his incredible power.

**Steve Cook**  
Sales  
KAJN-FM (Crowley, LA)

*That's the biggest gap in sports, the difference between the winner and the loser of the Super Bowl.*

—JOHN MADDEN

**Terry Bradshaw!** I have been thinking about his career a little more these days because, in addition to football, he's a lover of the Gospel--and Gospel Music! Did you know he recorded a Gospel album back in the day? With Gospel legend Jake Hess, on Bill Gaither Homecoming videos, and most recently making appearances with The Isaacs on the Grand Ole Opry. What an athlete, character, and yes ... Gospel singer!



**Daniel Britt**  
General Manager/Morning Host  
Joy FM

*You may not win the Super Bowl. Your kids may not go on to be doctors and lawyers and everything may not go perfectly. That doesn't mean it was a bad plan or the wrong thing. It's just like a football season. Everything's not going to go perfect.*

—TONY DUNGY

## top 10

What books are on your "Top 10" recommendations list? Next up in our continuing series is John Sorensen, President of Evangelism Explosion and heard daily on "Sharing Life Today". Read more of the story behind his picks at our website!

### John Sorensen's Top 10 Books:

1. *The Holiness of God* by R.C. Sproul
2. *The Pursuit of God* by A.W. Tozer
3. *Money, Possessions, and Eternity* by Randy Alcorn
4. *Evangelism Explosion* by D. James Kennedy
5. *Why I Believe* by D. James Kennedy
6. *Evangelism and the Sovereignty of God* by J.I. Packer
7. *Morning And Evening* by C. H. Spurgeon
8. *Mere Christianity* by C.S. Lewis
9. *Hope From My Heart* by Rich DeVos
10. *Surprising Insights from the Unchurched* by Thom S. Rainer

## coming up



### FEBRUARY 11

**Wayne Pederson** heads "Down Under" before NRB, speaking for Christian Management Australia in Melbourne.

FAMILYLIFE®  
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LIKE YOU MEAN IT®  
MARRIAGE CRUISE

### FEBRUARY 15-20

**FamilyLife's** "Love Like You Mean It" Marriage Cruise sets sail with a full house—including Dennis Rainey, Gary Thomas, Steve Green and more—in the Caribbean.

### FEBRUARY 29-MARCH 9

**Jim & Rosemary Garlow** are hosting a group of 30 California pastors to Israel for meeting with political and military leaders of the nation.



### MARCH 7

**Eric Metaxas** speaks on "Science, Faith, and Miracles" at a Ratio Christi (campus apologetics alliance) event at Rutgers University (New Jersey).

### MARCH 11-13

At Murrieta Hot Spring Conference Center (CA), **Anne Graham Lotz** and daughter, Rachel-Ruth Wright, will speak at the annual women's retreat for Calvary Church (Costa Mesa).

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>>> As AE for the daily hour talk show **"Janet Mefferd Today,"** when Selah headed to Texas we made sure she had time to "meet up" with Janet and husband, Charley, who is also part of the AAA team.



>>> Fist bump for Selah and **Bob Lepine** at 5Q's Digital Summit in Dallas last month. Bob was a keynote presenter on digital media trends and best practices in Gospel-centered ministry.



>>> When Focus and AAA teams gather, it's always a guaranteed good time! **John Fuller** and **Brian Krause** are pictured with our crew. (We might have just been happy it was time to go to dinner!)



>>> "With clothes the new are the best, with friends the old are the best." Great to be with "old friend" and longtime Christian broadcaster **Steve Moore**. (By the way, your set needs no controls adjusted—Ev is sporting hair color to match her car these days.)