



# AMBASSADOR

WE CONNECT. MINISTRY AND MEDIA.



**We refuse  
to stand  
idly by**

**5.15.16**



INTERNATIONAL DAY  
FOR THE  
**UNREACHED**

See page 3 for details >>

## did you know?



Next year, **Focus on the Family** will celebrate their 40<sup>th</sup> anniversary with a family cruise to the Bahamas aboard the *Disney Dream*, November 13-17, 2017! Join Jim & Jean Daly, Greg & Erin Smalley, Danny Huerta, an *Adventures in Odyssey*<sup>®</sup> live show, and special guests: Ray Vander Laan of *That the World May Know*<sup>®</sup> and Del Tackett of *The Truth Project*<sup>®</sup>. Book now at [Focuscruise.com](http://Focuscruise.com)!

©Disney. Ships' Registry: The Bahamas



Six new hardcover gift books have been released as a new **Max Lucado** series—“Pocket Prayers” for dads, moms, graduates, military personnel, teachers and friends. What a great idea for special occasions ahead!

## now we know

When requesting promotional materials at our website, we invite you to tell us a “random fact” about yourself. Here are a few more to share with the world ☺!

**Bruce Matthews** (WGRC-Lewisburg PA) says that it's a double-header in their family—both he and his twin are left-handed. (We understand that means they are geniuses too!)

**Jeff Jacobsen** (WEEC-Springfield OH) attests he was once on the *Dr. Phil Show*. Hmmm.

**Doug Doran** (WMVV-Atlanta GA) has done over a thousand freefall skydives.

**Ken Cummins** (WVKJ/WNLJ-Hopkinsville KY) was a missionary to Honduras for ten years.

And ... now you know!

## tech updates [BY JIM SANDERS]



### ***New to the Amb-OS Family!***



**From His Heart** offers a daily and a weekly 25-minute teaching program as well as a daily **Real Hope Minute** – the 1-minute feature from pastor, teacher and author **Dr. Jeff Schreve**, senior pastor of First Baptist Church in Texarkana, TX.

Speaking the truth in love, Dr. Schreve wants to lead this generation into a personal relationship with Jesus Christ who alone is sufficient for salvation. **From His Heart** is growing rapidly as more Christian programmers are looking for fresh, new voices for a younger generation.

For more information, please contact Larry Nobles at [larrynobles@fromhisheart.org](mailto:larrynobles@fromhisheart.org) or 903-244-6134.



**Know The Truth** is a daily, 25-minute radio program, featuring the Bible teaching ministry of Philip De Courcy, senior pastor of Kindred Community Church in Anaheim Hills, California.

**Know The Truth** is fully devoted

to proclaiming the truth of God's Word with boldness, clarity and conviction through expositional and transformational studies.

For more information, or to listen to the broadcast, call (818) 865-0180 or visit [kempandcompany.cc/stations/know-the-truth](http://kempandcompany.cc/stations/know-the-truth)



**Health, Hope & Inspiration**, a new weekly 26-minute broadcast is produced by Cancer Treatment Centers of America and is hosted by Rev. Percy McCray and Wayne Shepherd. **Health, Hope & Inspiration** is designed to encourage hearts, educate minds, strengthen bodies and build faith.

Rev. McCray has served over 20 years in pastoral care and brings his personal insights to each broadcast, covering a broad spectrum of topics including oncology, cancer care ministry, pain management, psychology and nutrition.

For more information, please contact: Paul McDonald at [paul@infinityconcepts.net](mailto:paul@infinityconcepts.net) or 724.733.1200 x15.

new initiative



# INTERNATIONAL DAY FOR THE **UNREACHED**

The numbers are staggering and they can break your heart. **More than 2 billion people have never heard the name of Jesus.**

In response to this heart-breaking reality, five missions-minded organizations including **Reach Beyond** have stepped up to form the Alliance for the Unreached. This coming **Pentecost Sunday — May 15, 2016** — the Alliance invites you to take part in a non-fundraising advocacy campaign that will mobilize believers to become active partners in reaching those who have never heard the name of Jesus.

At [DayfortheUnreached.org](http://DayfortheUnreached.org) people will be inspired to take action, sign up for the 30-day prayer movement, get the free Great Commission Action Guide, and more!

Join the Alliance for the Unreached and take a bold stand in calling all believers to reach the unreached with the good news of Jesus until every person has the opportunity to hear it!

**Sign up today at [DayfortheUnreached.org](http://DayfortheUnreached.org) for free resources** including radio PSAs and web banners. For more details contact [Katie@ambaa.com](mailto:Katie@ambaa.com).

## DID YOU KNOW?

- > **90%** of unreached people live in places resistant to the gospel.
- > There are more than **500** people groups worldwide where there is no Christian presence and no one attempting to reach them.
- > There are more than **4,000** people groups that are less than two percent Christian.

**PRAY • ADVOCATE  
SERVE • SHARE**



# ALL IN THE (MINISTRY) FAMILY



It's become an annual Spring visit to SoCal for **Brad** ("Life Issues") and **Ellen Mattes**—and not just for the box of AAA chocolates!

What a joy to host **Don Stephens** (Mercy Ships) for a donor event in Newport Beach—hearing stories from *The Africa Mercy* is always impactful.



Our own **Jon Davis** had a visit from dad, Steve, who is a veteran broadcaster with Family Life Radio (Tucson AZ)—all in the family!



We love ministry connecting—which occurred recently when **Jim** and **Rosemary Garlow** and **Anne Graham Lotz** were in DC for United Cry DC16.



We were thrilled to hear a firsthand report on his trip to Russia and Kazakhstan from Grace to You's **Jay Flowers**—even more delighted at the presentation of the new "Hymns of Grace" to every staff member. Thanks, Jay! (Delighted Jay Flowers was joined on this trek to AAA by fellow staff member **Jay Morrisette**.)



Another first of the year annual tradition is a visit from Reach Beyond leadership. Wonderful to hear a ministry update from **Wayne Pederson** (with **Willi**) and renew fellowship with **Ron & Barb Cline** as well.



Let's just say **Chris Gould** (VP/National Programming at Salem) knows the way to our heart! Great to welcome you back to AAA, Chris.



Thanks for coming all the way from Chicago, **Doug** (Moody Radio) and **Nancy Hastings**. Great time of fellowship and a special delight to celebrate Nancy's birthday the same day!



Wonderful to have AAA alum **Steve Cummings** visit! Formerly at Prison Fellowship after his years at AAA, Steve is now VP/ Advancement at Multnomah University.



It was a monumental trip to Cuba for **Charles Morris** (Haven Ministries) who distributed over 3,000 of the 67,000 Bibles raised by Haven listeners last year.



At 89, he's still at it! AAA founder **Al Sanders** was in the studio again—this time as the voice of the Pope for a new **The Book** feature.



Thanks for stopping by, **Zina Bell**, with Salem MEDIA Reps.



Good friend **Dr. Frank Wright** is presented with an award as a Senior Fellow for the D. James Kennedy Center for Christian Statesmanship by **John Sorensen** ("Share Life Today") and President of the Center and Evangelism Explosion International.



It was **APU Alum Day** at Ambassador when Phil Brazell (Director of APU's Center for Career & Calling) and co-workers Noel Tran and Kalli Frampton stopped in to check on Ambassador's APU representation—Jon Davis, Haley Hook Jessup and Jennifer Perez. **Go, Cougars!**

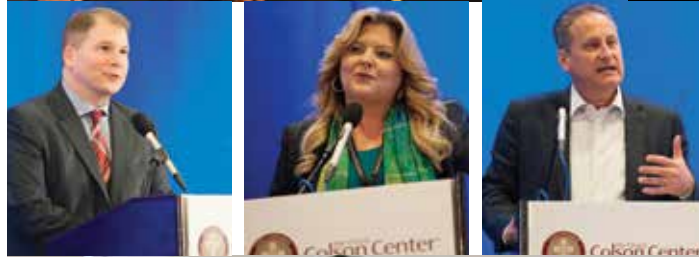
# A Wonderful WILBERFORCE WEEKEND

It was a thrill for three of our crew to join several hundred others for the annual Wilberforce Weekend in April. With the focus on three things every Christian can do (champion the good, confront evil and restore brokenness), speakers included Colson Center President **John Stonestreet** along with BreakPoint commentators **Eric Metaxas** and **Ed Stetzer**, and special guests like **Kelly Rosati** from Focus on the Family and **Steve Green** with Museum of the Bible. Activities, in fact, included a special tour of the Museum site in DC.

But the unanimous highlight was being in attendance as the annual William Wilberforce Award was presented posthumously to **Chuck Colson** who had historically refused the award he had created to commemorate one of his heroes. All agreed that with this being the 40th year since Chuck began his public ministry, and as 2016 marks the 25th anniversary of BreakPoint, it was time. Accepting the award was **Emily Colson**, joined by brothers **Chris** and **Wendell**, all of whom remain active in The Colson Center and Prison Fellowship ministries.



L-R: John Stonestreet, Chris Colson, Emily Colson, Wendell Colson, Peter Mahon (TCC Board Chair), Steve Verleye (TCC Executive Dir)



L-R: Colson Center President **John Stonestreet**, **Kelly Rosati** from Focus on the Family, and **Steve Green** with Museum of the Bible



The BreakPoint team (past & present) L-R: Lori Whaley, John Stonestreet, Bill Reitler, Eric Metaxas, Gina Dalfonzo, David Carlson, Evelyn Gibson, Steve Bradford, Jennifer Perez, Shane Morris



L-R: Bill Reitler and **Eric Metaxas**; Touring Museum of the Bible's future site: Bill Reitler, Evelyn Gibson, Jennifer Perez



1

The AAA/Amb-OS Team L-R: Jon Davis, James Klopfenstein, Jim Sanders, Ken Van Prooyen, Charley Mefferd, Dick Becvar, Steve Reinke, Ivan Pencoff



2



3



4

## What happens in Vegas? NAB!

It's technology overload every April when the annual NAB Convention takes over Las Vegas. Among the highlights for the AAA/Amb-OS team: Connecting with the entire crew over dinner (1); testing out virtual reality gear (2); attending the RAIN Summit led by guru Kurt Hanson (3) ... and meeting up with friends like Rachel Jackson Morrison and husband, Tanner (4), who own Artifact Film—Rachel is our Lee Ann's oldest daughter.

## ON THE GO ...

There's plenty going on at **Revival Outside the Walls**—in addition to the daily feature **Ignite with Barry Meguiar**, a new initiative has been endorsed by station partners at NRB and will launch this summer (watch for more details on that!).

But that doesn't mean there isn't time to both visit partner ministries like (top photo below) **American Family Radio** (Tupelo MS) or extend a warm greeting to visitors to the offices just down the road from AAA in Irvine CA. Recent guests include (bottom right photo) **Ron Walters** (Salem) and (bottom left photo) **Doug & Nancy Hastings** (Moody Radio). If you're in SoCal this summer, we hope you'll plan to come by Ambassador for the candy box and then stop in at ROTW.

One of the resources available to stations at the ROTW website are statistics like these in the infographic ... grab them at will to help amplify on-air commentary or any other way you choose.

*For more info on ROTW, ask Selah@ambaa.com for details!*



# GET THE FACTS

## ROTW Certified Stats on the Church

### 1 BELIEF

69% of churchgoers believe that everyone will go to heaven.

56% of churchgoers don't believe that sharing their faith is an essential obligation of their Christian life.

### 2 EXPERIENCES

Only 2% of an average church population has been saved during the last 5 years.

45% of people who attend church regularly are NOT saved!

### 3 BEHAVIORS

50% of churchgoers are unsure if people who know them are aware that they are Christians.

Only 2% of churchgoers invited an unchurched person to church in the last year.

### 4 ATTITUDES

62% of college-age Millennials (ages 18-24) say the church is too hypocritical and judgmental.

### 5 AFFILIATIONS

32% of young Millennials have no religion, up from 20% in 2000 and 10% in 1990!



To learn more about Revival Outside the Walls, and to see the shocking stat of the day, visit [www.rotw.com](http://www.rotw.com).





# THE MISSION OF A LIFETIME

**Mission:** Teach about the use of Social Media in promotions and the sharing of the Gospel.

**What:** The Novo Media Conference.

**Where:** Kiev, Ukraine, a country in Eastern Europe with continued civil, economic and political unrest.

**How:** Instruct 60-80 attendees on social media platforms, techniques and strategies in six half-hour sessions using graphics — translated into Ukrainian.

**Why:** It's important to utilize every available platform to share the message of God's hope — domestically and internationally.

**Who:** As seen above in top/left photo, Jim Barnwell (Bellevue Baptist Church), Lee Ann, Tanya Pinchuk (HoboMedia), Olga Bidnenko (Key Strategy), Ron Harris (Media Alliance), Wes Ward (5Q), Nathan Woodward (jazz saxophonist) and Graham Ward (Revive Our Hearts). *Pictured in group selfie is Lee Ann's conference translator and newly appointed*

*translator with NATO, Slavic Miroshnychenko.*

It was the mission of a lifetime — sharing about Christ, helping to equip others to share about Christ and seeing His hand on every step of the over 6,000 mile journey.

It's said that all journeys have secret destinations of which the traveler is unaware, but of course, our sovereign Lord knew the destinations which awaited me in Kiev — the people and the place ... despite the unrest of their country, they rest in the security and peace of God.

I had the opportunity to share with an audience of about 60 Christ followers how to leverage social platforms like Facebook, Twitter, LinkedIn, Instagram, Snapchat and Periscope in their sharing of the Gospel.

There were many memorable conference moments, but one which continues to resonate in my heart — the humbling words of the NovoMedia Conference organizer, Ruslan Kukharchuk who expressed his gratitude to us at dinner as he said to us, "Thank you for helping us better prepare to do Kingdom work."

I went to Kiev to teach. I was the one who learned — lessons of eternal significance.

*(Learn more about the conference, the people of Kiev and my journey by searching the hashtag #NovoMedia16 on Facebook, Twitter, Instagram and Tagboard!)*





## SPECIAL REPORT

**Jay Flowers**  
Executive Director  
GRACE TO YOU

# (NEARLY) TO THE MOON AND BACK

We first met Colonel Jeffrey Williams via email a few months before his first and only flight aboard the space shuttle in 2000. He contacted us to express his thanks for John MacArthur’s ministry, offered to fly a memento into space for Grace to You, and invited us to view his launch on shuttle Atlantis. We sent him a copy of The MacArthur Study Bible, and I flew to Cape Canaveral to witness the launch.

A few months after his return to earth, Jeff, joined by his family, visited Southern California, worshiped with us at Grace Community Church, presented the study Bible to us, and recorded an interview with John. The friendship, centered on a mutual love for Christ and His Word, has continued to deepen since then.

Subsequent to his shuttle flight, Jeff has flown to

the International Space Station twice, each time launching on a Soyuz rocket and serving aboard the space station for six months. Because the Soyuz launches from facilities deep inside Kazakhstan, I witnessed his 2006 and 2009 launches from Mission Control in Houston via a live video link. Truly an honor and a thrill.

However, for Jeff’s third Soyuz flight to the ISS, I decided to travel to Kazakhstan to support him and his family, as a representative of John and Grace to You. After joining a small group of his friends in Moscow, we toured Star City, the Russian version of Houston’s Johnson Space Center, then flew to Baikonur, Kazakhstan. A three-hour flight from Moscow, the Baikonur Cosmodrome is home to most of Russia’s space milestones, including the launches of Sputnik in 1957 and of Yuri Gagarin in 1961.

In Baikonur we enjoyed various tours and pre-launch ceremonies and events, spent time with Jeff (albeit with a glass wall between us most of the time—he was in quarantine), and watched him and his Russian crewmates launch at 3:26 a.m. on Saturday, March 19. Our viewing location was less than a mile from the vehicle. Spectacular. The once-in-a-lifetime trip was a thrill, start to finish.



# Top 10

with **Joni Eareckson Tada**

Looking for how to spend good reading time? Watch this column as we introduce you to a "Top 10" suggested reading list from each of our speakers. This month Joni Eareckson Tada shares her picks:



*Here are a list of books I've either listened to on audio pages, read on the plane, or have used in research (fun research actually).*

## **1. Frederick: A Story of Boundless Hope**

– Frederick Ndabaramiye and Amy Parker have partnered together to write a most amazing true story about a little boy's heartbreaking journey through the Rwandan War – it'll make you hold your tongue from ever complaining again. But very inspiring, it is!

## **2. Newton on the Christian Life**

– I like anything Tony Reinke writes, but his newest work on the life of John Newton is stellar. Tony gives the reader some of the best snippets of wisdom from Newton's many personal letters. Very inspiring!

## **3. Finding Christ in Cancer**

– Kathryn Burnham is a fellow PCA member, and this guidebook and devotional gives solid, yet very sweet encouragement to any woman battling cancer.

## **4. The Trinitarian Devotion of John Owen**

– edited by Sinclair B. Ferguson, this is a compilation of profound devotional vignettes offered up by one of the most beloved Puritans of that time. For anyone who enjoys reading the Puritans like I do, this is a must.

## **5. All but Normal: Life on**

**Victory Road** – brand new by Shawn Thornton, pastor of Calvary Community Church here in southern California, this amazing story details what it's like to grow up under the roof with a mother who has a serious mental illness. Shawn paints such a poignant picture – and at times gut-wrenching – of life in a chaotic household. If you know Shawn (heard daily on KKLA with his program, All Things New), you'll be amazed by the healing grace of God in his life.

## **6. Miraculous Movements**

– For anybody wondering about those stories of Muslims coming to Christ through dreams, well, Jerry Trousdale has done a great job of detailing the true life accounts of these very people. You'll shake your head in wonder at what God's up to in North Africa and the Middle East!

## **7. Extravagant Grace: God's Glory Displayed in Our Weakness**

– Barbara R. Duguid is a favorite speaker at the GospelCoalition.org women's conferences, and in this book she does something you'll rarely read about in contemporary works: she focuses how the work of weakness exposes sin in our lives... and the glory to God that comes out of it. Wow.

## **8. The Man in the Mirror**

– Pat Morley definitely wrote this one with my husband in mind, I think. Because I'm interested in anything my husband Ken likes to read, I'm convinced this is one of the best 'guy books' around.

## **9. Lessons from a Hospital Bed**

– brand new by John Piper, this little book contains wonderful lessons and reminders every Christian should cleave to when laid up with a long illness, or an extended hospital stay. I had the pleasure of writing the Foreword (I guess he knows I know hospitals well).

## **10. Dangerous Love: A True Story of Tragedy, Faith, and Forgiveness in the Muslim World**

– written by Ray Norman, professor at Messiah College, it details a personal family tragedy which occurred right after 9/11 when the Norman family were living in North Africa. Gripping!

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**Thanks, Joni — your books are always in our top 10! ☺ We're looking forward to these upcoming releases of yours this fall:**

*A Spectacle of Glory: God's Light Shining through Me Every Day*

*Beyond Suffering Bible (NLT): Where Struggles Seem Endless, God's Hope Is Infinite*

## question of the month

**In honor of Mother's Day, what was your mother "right" about?**

▶ My Mom was right when she said that the **Typing Class** that I didn't want to take in high school would probably help me a lot more than any other class I took. I've used typing a lot more than math, biology, and even all those P.E. classes I loved back then.



**Don Burns**  
General Manager  
KJTH-FM (Ponca City, OK)

▶ My Mother was "right" about having a "Center" if you were to be successful in life ... **God-Family-Friends** ... and knowing that making the right decisions in life will directly impact that "center." Rely on that "center" to guide you through all of life's distractions—all true!



**Glenn Jones**  
Partner/Nassau Media  
WRBF-AM/FM (Baltimore, MD)

▶ "You act like who you hang out with." I later learned it really is scriptural (1 Cor. 15:33).



**Shelia Hofmeister**  
Music Director  
WAFT-FM (Valdosta, GA)

▶ My Mom has been right about a LOT of things over the years! Our family was an emergency foster care home for many years. One of the things Mom taught us was that **God always provides plenty of love to share with others**. I saw that truth first hand growing up, and know it to be true today!



**Steve Swanson**  
Station Manager  
WAFJ-FM (Augusta, GA)

▶ I would always tell my Mother that I thought God would eventually give me what I deserved for all of my shenanigans. She was always quick to correct me and would say "**No Honey, God will give you what you need.**" She was right.



**Jeff Gallatin**  
General Manager  
WZXV-FM (Rochester NY)

▶ As soon as I finished school and set out in my broadcasting career, my mother presented me with a job application from a well-known Christian broadcaster. I was indignant and promptly tore up the application. As a self-proclaimed atheist, I wanted nothing to do with God, let alone Christian broadcasting! After years of rebellion, I returned to God and He eventually opened up opportunities in Christian TV and radio. Here I am, many years later in **Christian broadcasting**, and I wouldn't want to do anything else. Mom was right, just a little ahead of her time.



**Darla Ozanne**  
Program Director & Morning Host  
Listen to the Prayz Network (Sparta, WI)

**"Life doesn't come with a manual.  
It comes with a mother." —Anonymous**

## this month

**MAY 5-6**

**Dennis Rainey** joins a list of outstanding speakers for the CAFO (Christian Alliance for Orphans) 2016 gathering in Orlando FL

**MAY 27-29**

**Wayne Pederson** participates as Reach Beyond hosts the European Conference 2016 in Sweden

**MAY 28**

It's every Christian's daily mission but **CRU** draws attention to our call to share the Gospel with Global Outreach Day. Get full details at the GDU website.

*And these **specials** are ready for your station release as we mark important May dates!*

**NATIONAL DAY OF PRAYER (May 5)  
"Prayer That Can Move Mountains"  
with Carter Conlon (25:00)**

Helping to mark this year's National Day of Prayer event, Times Square Church's Pastor Carter Conlon reminds us that an effective prayer life isn't simply the "lay-me-down-to-sleep" kind—we need to practice the power of prayer that literally transforms lives. An impacting message is interwoven with dramatic personal testimonies of the power of prayer.

**MOTHER'S DAY (May 8)  
"Prayer That Moves Heaven!"  
A Mother's Day Special with  
Anne Graham Lotz (25:00)**

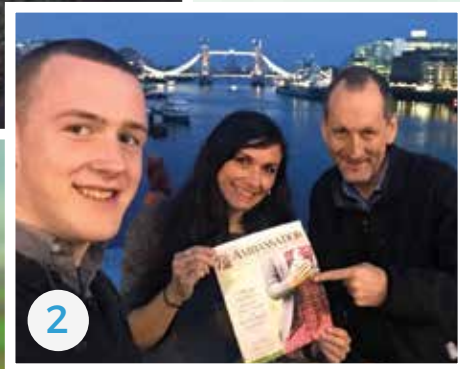
Joined by her youngest daughter (Rachel-Ruth Wright), Anne Graham Lotz brings perspective to this Mother's Day as they reflect on the enormous influence of prayer in their lives—including that of Anne's mother, Ruth Bell Graham. Anne concludes by encouraging women to pray in such a way—as Daniel did—that Heaven is moved and our nation is changed!

*To confirm use of either or both of these moving specials, please contact [Haley@ambaa.com](mailto:Haley@ambaa.com). Delivered via our password-accessed FTP site.*

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# where in the world?



Our two special reporters (see pages 6-7 inside) made sure to carry a copy of Update as they globe-trotted—pictured in Kiev (1), London (2), and (3) at the Soyuz launch site (do you think *Time* can say the same?!).

Guaranteeing space in this May issue were also: Ken Boone (producer of *We Kids* and *The Word*) introducing his granddaughter, Mercy, to good industry reading (4); members of the Focus on the Family Audio team (Dan Robbins, Corrine Sayler, Eva Daniel, Scott Welch and Loann Mcgee) gathered to enjoy cupcakes and the latest edition of *Update* (5).

*[You know what we say ... tote Update on your summer vacation and you, too, will be featured in Update!]*