




Ambassador

We Connect. Ministry and Media.

DECEMBER
2024
UPDATE



O lay aside each earthly thing
And with thy heart as offering,
Come worship now the infant King.
‘Tis love that’s born tonight!

– From *Some Children See Him*

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DID YOU KNOW?



Our team will be enjoying the celebration ahead fully as the Ambassador office is **closed 12/23/24-1/1/25**. Urgent need? Send an email to marketing@ambaa.com and we'll be sure you get the help you need!

winter conference

It's all about "Making Your Life Count" as Cru hosts multiple year-end college student gatherings nationwide, all focused on helping young adults discover their own place in God's mission. (For details check the Cru website for "Winter Conference.") That same message is heard in the daily 1:00 feature with **Mark Gauthier**.



Might as well start filling out that '25 calendar now! You are invited to the Ambassador "Open House" at NRB 2025 on Sunday, February 23 (7:00-9:00PM) in Dallas. Hope to see you then and throughout the Convention!

66 What's your Christmas survival kit? "Quietness and trust is your strength" (Isaiah 30:15). It comes from non-negotiable times spent with the Prince of Peace—not peace that's the absence of a storm but peace right in the middle of a storm.

— Ron Hutchcraft

THE LATEST FROM AMB-OS



Look Who's Joining Amb-OS!

The Amb-OS team is always delighted to be able to introduce stations to outstanding new content available for delivery to your receiver. Here are two new partners for your consideration. In addition to ministry contact information included below, don't hesitate to visit the permissions portal at <https://amb-os.com/permissions> or contact Charley@amb-os.com.

Hear the WORD

Hear the Word uniquely features the voices of children sharing Scripture with music and sound effects that further enliven the content. Available for weekly release (1-minute and 3-minute versions), the program is produced by **Waking Word**, a media ministry providing Christ-centered content that supports faith formation and biblical literacy. Their goal is to equip families and Christian educators with creative and engaging ways to share the love of Christ with the children in their lives. To request permission to air **Hear the Word**, visit the Amb-OS permission portal or contact **Jimmy Eno** (802) 399-7454 or jimmy@wakingword.org.



The **God Centered Minute** is the latest addition to the outreach of **God Centered Life**, the teaching ministry of **Dr. Josh Moody**, pastor of College Church (Wheaton IL) and author of more than a dozen books. Upbeat, energetic, and Bible-centric, this daily 1:00 will grab your listeners' ears and challenge them to center their lives—today—on God. Reflective of his youthful outlook, Josh is passionate about applying gospel-centered Bible truth to contemporary life issues. Media inquiries should be directed to **Robb Hansen** at **Next Level Insights** in Chicago at 847-530-1055 or rhansen@nextlevelinsights.com

Reflecting on the past year, each of us who are part of the Amb-OS team is grateful for the joy of serving both station and ministry partners. And we look forward to more of that in 2025!

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|-------------------|-------------------|----------------|
| • Jim Sanders | • Ben Bryggman | • Tom Bedson |
| • Dick Becvar | • Dave Allen | • Scott Becvar |
| • Charley Mefferd | • Boyd Gafford | |
| • Jerry Lee | • Ken Van Prooyen | |

Unwrap the Joy of the Season

Discover heartwarming holiday specials—both Christmas and New Year's—that inspire reflection and renewal. With a mix of new and classic content, these programs offer joy and hope for the season and beyond.

Christmas Programs

The Spirit of Christmas

Joni Eareckson Tada | Joni and Friends
New for Christmas 2024

Joni Eareckson Tada, with her husband Ken and co-host Shauna Amick, shares a new 24:55 special that reflects the true spirit of Christmas. Through Scripture, hymns, and heartfelt stories, Joni helps us focus on Jesus during this season.

Christmas Through the Eyes of a Child

Carter Conlon | Times Square Church
New for Christmas 2024

Carter Conlon invites listeners in this 24:55 special to see Christmas through a child's eyes, reflecting on the simple joys and the deep faithfulness of God. A fresh, personal take on the season.

One Perfect Life

John MacArthur | Grace to You

A powerful retelling by **John MacArthur** of Christ's birth, ministry, and resurrection, blending the Gospels into two 24:55 episodes or a 50:00 special. Perfect for Christmas reflection and celebration.

A Child is Born

Ambassador

A beautiful collection of 18 x :30 features, with children reciting Christmas Scriptures. A perfect way to add a sweet, childlike perspective to your programming.

Christmas Moments

Ron Hutchcraft | Hutchcraft Ministries

A series of 25 x 1:00 features, each sharing a brief, gospel-centered Christmas message from **Ron Hutchcraft** and his family. Short and impactful.

The Christ of Christmas

John Sorensen | Evangelism Explosion

A collection of 25 x 1:00 daily features for December by **John Sorensen**, focused on sharing the Gospel during the holiday season. Each day offers a Scripture and an invitation to know Christ.

Celebrating Christmas as a Family

Focus on the Family

Join the Duck Dynasty's Robertson Family for 53:00 of storytelling, laughter, and Christmas traditions. Gather 'round as they share favorite memories of family, faith, and fun.

A Christmas Carol

Radio Theatre | Focus on the Family

This classic tale of redemption comes to life in a 1 hour 39 min 3-part special. Charles Dickens' *A Christmas Carol* is a timeless reminder of compassion, perfectly suited for the holiday season.

Christmas by Injunction & Shoemaker Martin

Radio Theatre | Focus on the Family

Enjoy two Christmas classics in one block! O. Henry's *Christmas by Injunction* and Leo Tolstoy's *Shoemaker Martin* are brought to life in these 28-minute radio dramas.

Adventures in Odyssey Christmas Marathon

Adventures in Odyssey | Focus on the Family

6 x 30:00 heartwarming Christmas episodes of *Adventures in Odyssey*, including *A Lamb's Tale* and *Silent Night*, make for the perfect marathon of festive fun!

New Year's Programs

Wishing for the Old in the Face of the New Year

Carter Conlon | Times Square Church

Carter Conlon tackles the challenges of a new year in this 24:55 special, urging listeners to resist clinging to the past during difficult times. He encourages embracing the future with hope, reminding us that God's purpose often unfolds in unexpected ways.

What Happens Next?

Max Lucado | UpWords

Turn to the next page for full details on this timely new 55:00 special by **Max Lucado** that considers all the questions common to those who wonder what is in store for us in the days ahead.

WHAT HAPPENS NEXT

With a new year upon us, a new president elected, conflicts worldwide and unrest at home ... it's a question that just about everyone is asking. Indeed, *what happens next?*

In an informal and conversational setting, making the questions come easily, **Max Lucado** responds to some of the most frequently asked questions about "end times":

- What are the signs of Jesus' return to earth? When will He come again? Soon?
- What about our millennial reign on earth? When does that happen?
- What and when is the rapture of the church?
- Will we go through the great Tribulation?
- What promises have yet to be fulfilled for Jesus to make His return?

In his inimitably warm style, Max responds to all this and more, providing a solid foundation for understanding God's eternal plan—that we were made to reign with Christ; that God has made and will keep His promises; that heaven has a timeline and that a golden era—the millennium—awaits God's children.

DETAILS:

Length: 55:00

Promotional support and giveaway resources available upon request

Delivered to your Amb-OS receiver or available on the FTP site

Contact rebecca@ambaa.com for confirmation of release.

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***"The future is not
frightening if you know
the future. And you can
know the future when you
know who holds it."***

Max Lucado



Speaker for the daily 1:00 feature *UpWords*, **Max Lucado** is pastor at Oak Hills Church (San Antonio TX) and a beloved best-selling author. His consistent over-arching message is for the hurting, the guilty, the lonely, and the discouraged: God loves you—let Him!

FOR
JANUARY

Purpose Beyond Pain: God's Design for Life

A Sanctity of Life Special Hosted by Brad Mattes

We often presume that “**Sanctity of Life**” Sunday (January 19) is to underscore the pro-life message on behalf of the unborn. However, for many, grappling with life is also a later-in-life concern.

Those who face chronic pain also face the temptation to end that suffering by ending life. In an insightful and encouraging dialog, host **Brad Mattes** is joined by **Joni Eareckson Tada**, **Vaneetha Rendall Risner** and **Barbara Coleman** who each have an extraordinary story of *persevering* through suffering. In fact, their message is that despite enduring persistent pain, it is possible to live with **faith** in Christ and **joy** in the heart.

Listeners will be heartened at the reminder that *choosing life* can be a lifetime commitment. Hear from three who chose to stay the course of God's plan rather than opt for assisted suicide or euthanasia. Their confidence that God has purpose in pain and an amazing design for their life is a message of hope for us all.

Guest Speakers:



Joni Eareckson Tada



Vaneetha Rendall Risner



Barbara Coleman



With 40+ years in the pro-life movement, **Brad Mattes** is known nationwide and globally for his advocacy. He hosts *Life Issues*, reaching 1,300+ radio outlets, and, as co-founder and president of Life Issues Institute, drives pro-life education worldwide.

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Every life is sacred. God has a purpose for every life regardless of circumstances.

Brad Mattes

DETAILS:

Length: 26:00

Promotional support available upon request

Delivered to your Amb-OS receiver or available on the FTP site
Contact lee@ambaa.com for confirmation of release.

WE'RE
GRATEFUL!

Welcome, Folks!

Always delighted when friends find their way to Irvine while in Southern California ... including these who were recently given the "red carpet" treatment 😊!



Time spent with **Don Stephens**, founder of *Mercy Ships* (above with ministry partner Judy Westenberg), never fails to encourage as the Lord continues to bless the organization—including funding for another ship!



Now leading at KHCB (Houston TX), it was great to see **Scott Krus** at AAA ... as well as at Grace to You and *Joni and Friends*!



Going waaaay back to KYMS days, fun to welcome **Greg Fast** (GSF & Associates) to the office. Lots of shared history over the decades!



Our proximity to SNA makes it easy for an impromptu "stop by"—this time it was **Ed Cannon**, President of FEBC, who popped in!

Thank You For Sharing!

We're so grateful for friends who spent time with us on a Tuesday AM this past year to encourage the Ambassador team from the Word ... and from their personal journey in God's leading their path. Thank you to each one ... you kept us inspired in 2024!

Paul Cameron (The Family Network)
Mark Channon (Heartfelt Radio)
Ron Cline (Reach Beyond)
Doug Doran (WMVV)
Herm Elenbaas (KURL)
Sharon Geiger (KCBI)
Evelyn Gibson
Steve Green (UpWords)
Bill Harrier (RTN)
Jeff Harmon (Family Life Network)
Jack Hibbard (The Hibbard Group)
Jeff Jacobsen
Phil Johnson (Grace to You)
Robin Jones
Scott Krus (KHCB)
Ron & Sharon Malone (Word Radio)
Dolly Martin (KHCB)
Brad Mattes (Life Issues)
Jeff Mitchell (Salem Media)
Victor Nieves (Life Issues)
Hannah Rariden (Evangelism Explosion)
Sam Rinearson (Eaglecom)
Paul Scott (WPEO)
Jered Slusher (WTGN)
Floyd Turner (Thy Word Network)
David Wollen (Haven)

*We hope **you** say YES when an invitation to share arrives in your inbox!*

Marking 75 Years with Joni Eareckson Tada

WE
CELEBRATE!

What a joy-filled occasion as several hundred guests, including a number of friends from the Christian broadcasting community, gathered to celebrate Joni's milestone birthday in October.

With special music from Tommy Walker, words of reflection and appreciation from spiritual mentors to Joni from the beginning of her journey, and, of course, the obligatory birthday cake, it was a grand event, indeed!

Reflecting on the reality that given her quadriplegia, she has lived far longer than expected, Joni noted: *"Life becomes inspiring, not in spite of the problems and the hard hits, but because of them."*

Amen to that!

By the way ... don't miss sending birthday greetings to **Ken Tada** (KTada@Joniandfriends.org) as he celebrates another year himself on December 13!



Joni & Ken with Jim & Diane Sanders



Lance & Angie Emma (KWVE)



John & Jacque Coulombe, Margaret Sanders, Roger Kemp (RK Media) and Peg Campbell



JAF Radio Team Daria Khong and Catherine Cobb with Jim Sanders and Lee Ann Jackson



L-R: Rainey Floreen, Lee Ann Jackson, Jack & Beth Pelon, and Beth Schafer



Biola University President Barry Corey and wife, Paula, with Peg Campbell

More Good News from Joni and Friends

We're so pleased to share that beginning January 6, partner stations will be receiving a customized edition of "Joni Eareckson Tada: Sharing Hope," with your station ID embedded in each day's feature via your Amb-OS receiver. If you want to be sure we have the right tagline, send a note to Charley@ambaa.com before December 15.



Celebrating, Indeed!

The AAA Family “Out and About”

From The Lausanne Congress (Seoul)

For **David Wollen** (*Haven Today*) it was “one of the most incredible experiences of my life” to participate in this event which only happens every 15 to 20 years. With 220+ countries sending delegates, it’s a cross-section of the global church seeking to advance Great Commission work around the world.



With Luis and Doris Bush, dear friends to David, who have made an incredible contribution to global missions, including identifying and creating the mission strategy known as the “10/40 Window.”

From the MEDIA Alliance International Summit (Dallas TX)

Our own **Lee Ann Jackson** was once again partnering with Ron Harris and team as MAI hosted a gathering of broadcasters from around the globe.



Leading the Summit, MAI President Ron Harris (L) with NRB President Troy Miller (R) and Lee Ann.



Special fellowship was also enjoyed with Sharon Geiger (KCBI-Dallas) and her husband, Don.

From Down the Road (Sun Valley CA)

Visiting Grace Community Church, Jim & Diane Sanders and Margaret Sanders were graciously hosted by **Phil Johnson** (and wife, Darlene) who serves as Executive Director for Grace to You and **Jay Flowers** (COO at the ministry) and family. A great Sunday AM!



From Nashville TN

Not only circling the globe, David and his wife, Marci spent time recently with WMBW’s morning team.



From Christchurch New Zealand

Our good friend **Gary Booker** (Director/Global Ministry Support at *Focus on the Family*) graciously toted a copy of AAA’s Update on the long trip, guaranteeing space in our publication 😊.



Pictured are Gary, **Michael Ridgeway** (Manager of Global Content Strategy at *FOF*) and the ministry’s new Associate Office Director for NZ, **Maria Boddington**.

How to Keep Track Next Year

WELCOME
2025!

Enjoy a copy of one of these beautiful inspiration-filled calendars that ministries have created to encourage their constituents in the New Year. Contact Ben@ambaa.com for one of your choice!.



Choosing Gratitude

From Revive Our Hearts
Revive Our Hearts and
Seeking Him

From the classic volume by Nancy DeMoss Wolgemuth, in addition to quotes and Scripture, the calendar includes a special feature dedication to Ciara Dierking.



Two Ships: 12 Months of Miracles

From Mercy Ships
The Mercy Minute

Filled with stories of transformation—physical and spiritual—and Mercy Ships volunteers serve patients in the most impoverished areas of our world.



Warrior Worship

From Ron Hutchcraft Ministries
A Word with You

Reflecting the ministry's strong commitment to Native Americans, the calendar includes devotional content from the Warrior Leadership Summit worship team.



The 2025 Joni Planner

From Joni and Friends
Joni Eareckson Tada: Sharing Hope
and A Moment with Joni

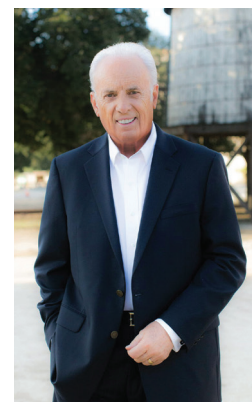
With a depiction of Joni's "Mountain Majesty" artwork on the cover, the annual planner includes devotionals by Joni, verses and quotes that inspire all of us.

Full of Grace and Truth

While **John MacArthur** is renowned for exposition of Scripture in messages that "unleash God's truth one verse at a time," he is also adept at crafting a succinct one-minute power-packed encouragement from God's Word with application for today's believer. That's delivered daily in **Portraits of Grace**.

Also available from *Grace to You* is the 2:00 **Bible Q&A** —which is just what it infers ... concise, biblically-based responses from John MacArthur to some of the most-frequently asked questions about the Bible.

For more information on these outstanding short features, or the long-form "Grace to You" broadcasts (daily and weekly), check our website or contact Charley Mefferd at AAA.



'TIS
THE
SEASON

Christmas This or That!

The Ambassador team decided to get into the Christmas spirit with a classic game of "This or That" – Christmas edition!

Snowmen OR snow angels?

Dick Becvar: Definitely snowmen – here in Minnesota we'd be afraid that the piled up snow from a snow angel would cave in on top of us.

Mittens OR gloves?

Tom Bedson: Gloves, hands down. A good pair of waterproof gloves are a must in an area that regularly gets snow.

A Christmas Carol OR A Christmas Story?

Ben Bryggman: A Christmas Carol ALWAYS gets us in the Holiday spirit. It's a fun way to teach our kids the true meaning of Christmas.

Open gifts one-by-one OR open gifts at the same time?

Peggy Campbell: Cardinal rule is relishing the moment for both giver and receiver. One by one!

Gift wrapping OR gift bag?

Mark Conner: They are both nice. But personally, I like the extra time needed to unwrap a Christmas present. Adds to the suspense and stretches the wait time for me to figure out what the gift is.



Star OR angel on the tree?

Lee Ann Jackson: Neither – we put red bows all over our tree and a big matching one at the top.

Eggnog OR apple cider?

Jery Lee: I prefer a glass of Apple cider vinegar, I usually have a quarter glass mixed with water daily, keeps the weight off and gives me a lot of energy, it's especially good all year around even during the holidays!

Christmas sweaters OR Christmas pajamas?

Charlie McLemore: Pajamas 100% (I love PJ's! But Christmas sweaters...a HARD NO for me.)

Unwrapping gifts on Christmas Eve OR Christmas morning?

Charley Mefferd: As a kid, we opened family gifts on Christmas Eve but Santa's on Christmas morning. Now, it's all Christmas morning.

Christmas Dinner turkey OR Christmas Ham?

Jennifer Perez: Neither! Our family's annual holiday tradition is homemade tacos for Christmas Eve. 😊

Bake cookies OR decorate gingerbread house?

Rebecca Richardson: Baking cookies, I like the hands-on creativity and satisfaction of producing something from scratch.

Real tree OR fake tree?

Jim Sanders: Real cut-your-own tree. Plastic just doesn't smell like Christmas.

Tree up before Thanksgiving OR after Thanksgiving?

Lydia Webster: Pumpkins first, pine later—Thanksgiving deserves its own spotlight, as it's my favorite holiday!

Christmas card OR Christmas letter?

Jani Williamson: I love Christmas letters if they include pictures of the family!

We hope these small glimpses into our Christmas favorites bring a smile to your face as the holiday flurry begins. From all of us, may your celebrations be filled with much joy as we celebrate the gift of His birth. Merry Christmas!



CONSIDER
THIS

Let's Be Donkeys This Christmas

While **Max Lucado** has written eloquently on many topics (see page 4 for the latest), the array of Christmas classics are undoubtedly among the best-loved. From "Because of Bethlehem" to "It Began in a Manger" (and more), his wordsmithing invariably brings us face-to-face with the essence of the season—bringing us back to the wonder that is the mystery of how God became flesh, dwelt among us and gave Himself for us.

Christmas bespeaks of nativity. And nativity gives occasion to nativity plays. Who knows who first came up with the idea of dramatizing the birth of Christ, but the first script has inspired innumerable others.

Though each has its own unique wrinkle, they all have some common features: angels with chiffon wings, wise men and their gifts from afar. A weary innkeeper will turn Mary away. A wide-eyed Joseph will bunch the manger's hay. And Mary, weary and sweet will say, "I think today."

Beneath a suspended star a baby will be born, the angels will sing, the wise men will kneel and children of all ages will go home telling their parents that next year they want a part in the nativity play. Little boys want to be Joseph. Little girls want to be Mary. Some want to wear the angel wings or bear gifts from a distant land. A few might even offer to be the hard-hearted Herod or the hassled innkeeper.

But no one, ever, as far as I know, volunteers to be the donkey. Which is odd, actually, for what greater honor could exist than to do what the donkey did? He carried Jesus. I know, Joseph is better looking and Mary is quite stunning. Wise men get the cool hats and angels have the hallelujahs. And the donkey? He just stands to the side and chews on hay.

“

The story of Christmas is the story of God's relentless love for us.

Max Lucado

But look at him. Do you not see contentment in those big, brown eyes? A look of satisfaction on his face? He just delivered history's greatest gift! Before Santa had a sleigh or UPS had trucks, God had a donkey. Thanks, in no small part, to him, the choir can sing "For unto us a child is born, unto us a Son is given."

I know, I know. We'd rather be Joseph, rugged and bearded. We'd rather be Mary, faithful, beautiful, and immaculate.

But somebody needs to be the donkey. I'm thinking a donkey at Christmas is a good thing to be.

The Christmas donkey did his work. He delivered Jesus so Jesus could be delivered.

He plodded. He didn't gallop or giddy-up. He did what donkeys do. He steadily stepped in the direction the master directed.

And, upon arrival, he stepped to the side. He demanded no recognition, expected no compensation. He isn't even mentioned in the Bible.

He was happy to do his job and let Jesus have all the attention.

Perhaps we could learn a lesson from the Christmas donkey? There is always a place in the nativity, God's nativity story, for the person who will plod along expecting no applause, bear up under the weight of the long haul, and carry the One who will carry us all.

So here's to the donkeys of the story. May your ride be faithful and your rest be fruitful. And we will do our best to follow your example.

— Max Lucado



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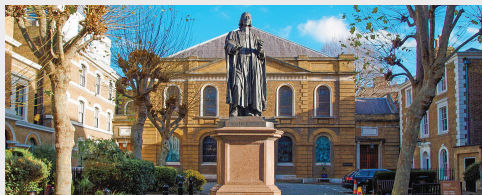
#AmbassadorLife

Look what's ahead for 2025!

We haven't yet turned the calendar but it's already filling up with opportunities for engagement in so many areas. Here are just a few of the anticipated highlights ... check this page monthly for more as 2025 gets underway!



March 30: At the historic Times Square Church (New York City), where **Carter Conlon** serves as General Overseer, **Anne Graham Lotz** will be speaking.



July 9-16: Join **Jim Garlow** and wife, Rosemary, for the "John Wesley Spiritual Heritage Tour" through some of the most beautiful areas of the United Kingdom. An extension week in Ireland is also being offered.



January 24: **Brad Mattes** will be one of thousands attending the annual March for Life event in Washington DC. Check inside (page 5) for details on the Sanctity of Life special available for use on SOL Sunday (January 19).



April 23-25: **Ron Hutchcraft** ("A Word With You") returns to The Billy Graham Training Center at the Cove (Asheville NC) for a three-day seminar.



October 2-4: Thousands of women are expected to gather for "The Word: Behold the Wonder," the theme of True Woman '25 (Indianapolis IN) with speakers **Nancy DeMoss Wolgemuth**, Dannah Gresh, Kevin DeYoung and others.



February 24-27: See you in **Dallas** this year for the annual NRB Convention—time for great inspiration and wonderful fellowship!



June 16-21: In Oregon at Rockaway Beach, **Joni and Friends** hosts one of the many Family Retreats they host primarily over the summer season. Check their website and consider volunteering for an unforgettable week!

Worth Considering

"... one thing I do, forgetting those things which are behind and reaching forward to those things which are ahead, I press toward the goal for the prize of the upward call of God in Christ Jesus."

– *Philippians 3:13-14*