



# Ambassador

We Connect. Ministry and Media.

JANUARY  
2025  
UPDATE

Be strong and courageous!  
Do not be dismayed,  
*for your God is with you*  
wherever you go.

– Joshua 1:9

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## DID YOU KNOW?



Continuing the legacy of study materials from **John MacArthur**, Thomas Nelson has recently published *The MacArthur Study Bible* using the

Legacy Standard Bible translation (which was released in 2021, an update of the NASB). As has been their practice, all Grace Partners of the *Grace to You* ministry were invited to receive a copy without cost upon release. More than **42,000** copies have been distributed to date.



At the **Revive Our Hearts** website, an array of 30-day challenges are available for friends of the ministry—from “Grandparenting on Purpose” to “Singled Out,” from a “30-Day Grounded in Wisdom” study to “Cry Out!” focused on prayer. Each day’s email includes Scripture, devotional and a challenge to apply related biblical principles personally. Check it out!



Were you or someone you know trained in the **Evangelism Explosion** approach to sharing Christ? The ministry is looking for additional trainers to fulfill the opportunities for raising up new volunteers. Contact Jeff Givens (JGivens@ee.org) for more details!

**Our cover this month features the verse our staff has chosen to anchor the new year. Amen!**

## THE LATEST FROM AMB-OS

# Two More Reasons ... Amb-OS is Christian Radio's Preferred Program Delivery Platform

**W**hether enhancing existing content with technological ease or adding new content to address contemporary listener concerns, the Amb-OS team is pleased to serve!

### Expanding Customized Content

This month, stations airing **Joni Eareckson Tada: Sharing Hope** will be hearing their **station ID** within the body of the 4:00 feature, seamlessly “wed” by the Amb-OS receiver.

If you are using FTP for program delivery, we encourage you to switch to Amb-OS—it’ll give you customization and make sure you have the most current program if replacements occur.

NOTE: Be listening to Shauna Amick’s opening for the feature; if you’ve updated your station ID recently, be sure to connect with Charley@ambaa.com to generate your new custom ID.

*In addition to the customizable 4:00 feature, Joni’s encouragement can also be found in the 1:00 daily edition of “A Moment with Joni.”*



### Joining the Amb-OS Family

From the Christian Law Association, **The Legal Alert** is a 90-second daily feature that importantly highlights the issues of religious freedom in America today and shares examples of how every believer can be courageous in taking a bold stand for Christ, knowing there is a legal ministry standing alongside.

Renown attorney **David C. Gibbs** is the experienced voice of authority, delivering each day’s encouragement. Contact **Steve Kluth** at [skluth@christianlaw.org](mailto:skluth@christianlaw.org) for permission and further information.

**THE LEGAL  
ALERT**





# 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, **Max Lucado** responds to some of the most frequently asked questions about "end times."

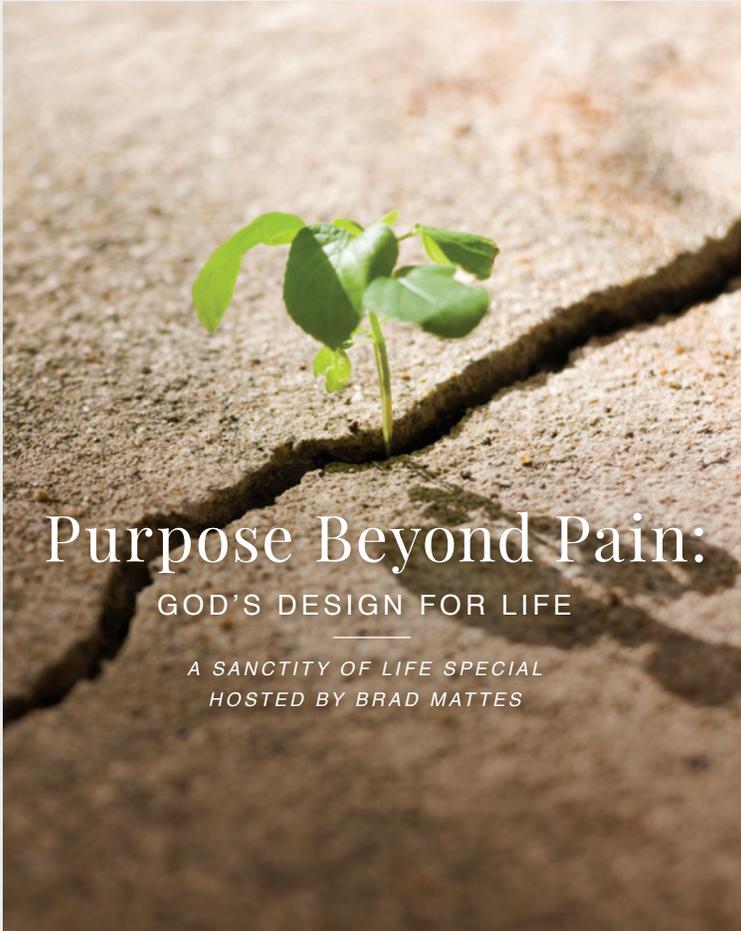
Max, in his inimitably warm style, provides a solid foundation for understanding God's eternal plan—that we were made to reign with Christ; that God has made and will keep His promises; that heaven has a timeline and that a golden era—the millennium—awaits God's children.

**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](mailto:rebecca@ambaa.com) for confirmation of release



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. Their confidence that God has purpose in pain and an amazing design for their life is a message of hope for us all.

**DETAILS:**

Length: 24:55

Promotional support available upon request

Delivered to your Amb-OS receiver or available on the FTP site  
Contact [lee@ambaa.com](mailto:lee@ambaa.com) for confirmation of release

## Purpose Beyond Pain:

GOD'S DESIGN FOR LIFE

A SANCTITY OF LIFE SPECIAL  
HOSTED BY BRAD MATTES

# Fellowship in Ministry



It was a delight to welcome **Donna Lucas** to AAA recently. Serving as Chief Marketing Officer at **Joni and Friends**, Donna oversees a variety of ministry outreaches, including radio.



And not too long ago, a special connecting for Margaret Sanders with Ken and **Joni Eareckson Tada** in Joni's Studio during a recording session in Agoura Hills.

## Endless Hope & Care to Give

The mission is to follow the model of Jesus, providing tangible help alongside of the Gospel message. And each day's edition of **The Mercy Minute** echoes this organizational objective of *Mercy Ships*.

Voiced by **Raeanne Newquist**, who knows firsthand the impact of serving onboard a ship, each 1:00 feature resonates with encouragement for us to show mercy, acting as the hands and feet of Jesus in our own spheres of involvement.

To audition the feature, check out our website page where you can sample current programs. Then, enroll at our Amb-OS portal or contact [Rebecca@ambaa.com](mailto:Rebecca@ambaa.com) to initiate airing!



### **A SPECIAL INVITATION**

Did you know? You don't have to be a doctor or nurse to serve on *The Global Mercy* or *The Africa Mercy* (although those professionals are welcome!). Each ship's crew includes teachers, I.T. specialists, accountants, cooks and much more. Contact us to air PSAs that invite application — we'd love your partnership in getting the word out!

# See You in Dallas Next Month!

**NRB** 2025 **International  
Christian  
Media Convention**

**O**ur team is gearing up for the week in Dallas with fellow broadcasters ... some delightful conversations, informative meetings, and inspiring sessions. You'll find more information on NRB '25 at our website where updates will be made regularly and watch for our NRB Edition of the A-List email this month with additional details.

Meantime ... here are a few of the highlights we're anticipating!

## **Ambassador's Open House Reception**

Sunday 2/23 (7:00-9:00PM)

Please RSVP to [peg@ambaa.com](mailto:peg@ambaa.com) so we can provide room location ... and have our welcome box ready for you!

## **Interview Opportunities**

*These speakers will be attending the Convention ... and would be delighted to arrange an interview while in Dallas!*

John Fuller / Focus on the Family  
Jim Garlow / Well Versed  
Mark Gauthier / Cru  
Ron Hutchcraft / Hutchcraft Ministries  
Brad Mattes / Life Issues  
Barry Meguiar / Ignite America  
John Sorensen / Evangelism Explosion  
David Wollen / Haven Ministries

## **Ministry Connections**

*These ministry leaders are also attending and looking forward to fellowship while at NRB.*

Catherine Cobb / Joni and Friends  
Jay Flowers / Grace to You  
Tom Mathis / Revive Our Hearts  
Laura Rebouche / Mercy Ships

## **Special Thanks**

*Be sure to thank these sponsoring organizations (and watch for their presentations at various sessions) as they will be supporting NRB's efforts this year!*

Evangelism Explosion  
Ignite America  
Mercy Ships

## **We'll See You There!**

*The schedules are already being formulated—zip us an email to set up a time to meet!*

Ben Bryggman / [ben@ambaa.com](mailto:ben@ambaa.com)  
Peggy Campbell / [peg@ambaa.com](mailto:peg@ambaa.com)  
Lee Ann Jackson / [lee@ambaa.com](mailto:lee@ambaa.com)  
Charley Mefferd / [charley@ambaa.com](mailto:charley@ambaa.com)  
Jennifer Perez / [jennifer@ambaa.com](mailto:jennifer@ambaa.com)  
Rebecca Richardson / [rebecca@ambaa.com](mailto:rebecca@ambaa.com)  
Jim Sanders / [jim@ambaa.com](mailto:jim@ambaa.com)

MEETING  
&  
GREETING

# Great to Be Back in the Rockies!

Between snowstorms, the Ambassador crew enjoyed a picturesque day in Colorado Springs with leadership and the Audio Team at **Focus on the Family**, providing time for both informative dialog as well as wonderful fellowship.

Pictured above with members of the AAA crew: Lauren Imhoff; Brian Krause; Rob Kirkpatrick; Cynthia Murphy and John Fuller.



What comes out of this studio is programming impacting thousands daily—grateful to have a small part of that.



Thirty years ago, Lee Ann Jackson worked alongside Cynthia Murphy when Focus was headquartered in Pomona CA. Nice to have face-to-face reunion!



It wouldn't be a trip to Focus without a visit to Whitt's End—Rebecca particularly enjoyed the slide!



Serendipitously, the team from **Encouragement Media Group** (Tyler TX) were also at Focus so we couldn't resist another group photo to prove it! Bill Bumpas (2nd from Right); Troy Kriechbaum (3rd from Right) and Rodney Skyles (2nd from Left)—great to see you in the Springs!

# A Little Girl, A Light – and A Lesson For A New Year

**H**is warm insight is heard daily as **Ron Hutchcraft** shares *A Word With You* with listeners nationwide. In this beautiful message, his wisdom gives all of us a great launchpad for the year to come!

She was only seven years old. The lone survivor of a plane crash that killed her parents, her sister, and her cousin.

The sheriff said “she literally fell out of the sky into a dark hole.” He called her survival “a miracle.”

This “miracle” survivor somehow crawled out of the upside-down wreckage of her dad’s plane. Dressed only in shorts and a t-shirt. Shoeless. Through brambles and underbrush, this “remarkable” young girl navigated two embankments, a hill, and a creek bed in the dark.

And then the light. Actually, a single security light on a house. When she knocked on that door, a kind, grandfatherly man brought her inside.

She was safe.

One report said, “He thinks his security light may have been a beacon.” A beacon for a little girl who has lost so much. But, thank God, she’s alive.

And, for me, a trigger to get me thinking.

About who I need to be this new year. For people who’ve lost so much. Who feel alone. Whose world has suddenly crashed. Who need someone to be a light – a “beacon” – in an otherwise dark night.

Actually, that is what my Jesus said I should be as His follower. “You are the light of the world,” He said. “Let your light shine” (Matthew 5:14, 16).

I’ve been thinking what it means for me to be that light for people in my personal world.

It means being one person they know who is all about their need, not my own. Who has time to listen. Who doesn’t just

ask the obligatory “How you doin’?” But who asks the second and third question to see if their obligatory “fine” is really how they’re doing.

Being a light means being the one who refuses to hear or speak trash talk about anyone. Who protects a person’s name when they’re not in the room. Who builds a person up and never tears them down. Who says, “Thank you.” And “I’m sorry.” And “I was wrong.”

It’s always treating people “with gentleness and respect” (1 Peter 3:15). Not “turning off the light” by making them feel condemned or put down.

The “light” is the person who remembers a person’s birthday, who checks on them when they’re sick, who’s at the hospital, the wedding, the funeral. Who drops what I’m doing when they’re hurting. Who offers to pray with – not just for – them when God is needed so much.

So I ask myself: do people around me see me as “safe”? The “go-to” person when it’s dark and cold and lonely? Have I so lived that when they hit a wall, they’ll think of me as a place to turn?

The light on the porch when they’re feeling lost.

I can be that for one reason. Jesus has been that for me. As a dad who didn’t know what to do. When there was no money. In the cold chill of the cemetery.

When I was spiritually lost with no hope of heaven, because of running my life instead of God running it. I found one beacon in the storm - a cross and an empty tomb.

Jesus said, “I am the light of the world. Whoever follows Me will never walk in darkness, but will have the light of life” (John 8:12). He’s kept that promise for me. Every time.

Someone in my personal world is wandering in the dark today. I pray they’ve seen the Light in me. So I can help them find Home.



Ron Hutchcraft



# Ambassador

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#AmbassadorLife

## We're off!

*With holidays accomplished and the new year anticipated to be an extraordinary one, here are some of the significant activities and milestones being marked this month—the first of 2025!*



**January 2:** It all began here—KDKA (Pittsburgh PA) broadcasts the **first religious program** over the airwaves in 1921, airing a vesper service of Calvary Episcopal Church. And the rest is ... well, you know!



**January 3-5:** The first of three "Weekend Marriage Getaways" in Branson this month is hosted by **Focus on the Family**. Check the ministry website for other locations and multiple events being offered throughout 2025!



**January 11:** We're so grateful for the decades of partnership with **Max Lucado**, speaker for UpWords and author of so many encouraging volumes. Wishing you a Happy Birthday today, Max!



**January 11:** Blessings to Rosemary & **Jim Garlow** (Well Versed) as they mark another wedding anniversary and continue to travel the globe advocating biblical principles for those in government and leadership.



**January 19:** On the eve of **Inauguration Day**, join **Jim Garlow**, Tony Perkins and others for "Inauguration Praise & Prayer Convocation" (Washington DC). And may we continue to pray for those who lead our nation.



**January 20:** "I believe that unarmed truth and unconditional love will have the final word in reality. This is why right, temporarily defeated, is stronger than evil triumphant."  
– **Martin Luther King**



**January 24:** **Brad Mattes** will be one of thousands attending the annual March for Life event in Washington DC. Check inside (page 3) for details on the Sanctity of Life special available for use on SOL Sunday (January 19).

## 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*