



Ambassador

We Connect. Ministry and Media.

FEBRUARY
2025
UPDATE



*“...we have fellowship
with one another...”*

– 1 John 1:7

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DID YOU KNOW?

GRACE to You

Since the **Grace to You** “sermon vault” was opened 16 years ago, people have freely streamed or downloaded sermons via the ministry’s digital platforms more than 330 million times (currently more than 100,000 sermons daily). That doesn’t include the nearly 220 million that have been viewed via the organization’s YouTube channel. And that doesn’t take into account the multitude of sermons translated into foreign languages.

Further encouragement is news from **Focus on the Family** that about 1.75 million students along with their parents participated in the “Bring Your Bible” project for 2024. The annual (October) event has grown in scope to encourage not only students but workers and others to take their Bible “wherever they go” on that day as a door-opener for sharing Christ.



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And this ... more than 1.3 million people are followers to the **Revive Our Hearts** social media platforms including Facebook, Instagram, YouTube (where over 2,000 videos can be viewed), and X. Resources from the ministry are now available in 36 languages. Later this year, thousands of women will gather in Indianapolis for True Woman 2025 themed “The Word: Behold the Wonder.”

“We have got to lay our lives down for the purposes of God.”

– Carter Conlon

THE LATEST FROM AMB-OS

Amb-OS SVI Tech Update

Amb-OS remains on the leading edge of technology, resulting in exciting and significant changes to our AMR-series platform. As of July 1, 2025, Amb-OS will discontinue satellite delivery for all receivers and replace it with our newly developed, proprietary technology we’ve branded Satellite via Internet or “Svl.”

WHY IS AMB-OS MOVING AWAY FROM SATELLITE?

About two years ago, Amb-OS learned that the current satellite feeding Christian radio, SES-2, was not going to be replaced by its owners. As a result, we were left with two options: 1) ask all current affiliates to re-point their aged satellite antennas to a new spot in the sky or 2) embrace the advances of ubiquitous high-speed Internet technology. Through extensive R&D, we’ve adapted Amb-OS to a full terrestrial streaming service.

WHAT IS SATELLITE VIA INTERNET?

Satellite via Internet is an IP-based media streaming technology that matches the speed and reliability of satellite with the same expectation for low-latency. Currently, about 70% of Amb-OS receivers are already operating in Svl mode. *It works so well that most stations aren’t aware of this change.*

HOW IS “SVI” AN UPGRADE?

Svl receivers now allow for nearly immediate file and live program delivery with low content latency rivaling that of satellite transmission. In the Svl transmission model both live and pre-recorded content automatically fails-over to any one of three current sites should the original site experience problems.

HOW WILL RADIO STATIONS BE AFFECTED?

Nothing will change from a station’s perspective. The receiver will behave exactly as it always has, with the same robust functionality and reliability the industry has come to expect since 2008.

We do encourage radio stations to consider adding a second ISP at their location, since a local Internet outage at the station is a potential single point of failure. But as long as the station has a broadband connection to the Internet, the Amb-OS receiver will be able to connect to one of our available server farms spread across the country and work as designed.

WHAT REDUNDANCY DOES AMB-OS EMPLOY TO MAKE SVI WORK?

This upgrade involved hundreds of hours of research and development in designing the new AMR200 receivers and making the original AMR100s Svl compliant. Amb-OS has increased our Svl streaming servers and now uses multiple server farm locations equipped with additional Internet capacity around the country to make Svl even more redundant than satellite alone.

The leadership at Amb-OS once again marvels at God’s faithfulness in bringing us a group of talented engineers to design the most reliable media distribution platform in the industry and one specifically designed to serve the needs of Christian radio.

If you have any technical questions, please don’t hesitate to contact Support@Amb-OS.com or call 877-262-6728.

Fixing Your Eyes on the Horizon

My father often told the story of his young halcyon years being raised near the tranquil beaches of Santa Barbara. Out of sheer boredom, he and my uncle would compete to see who could draw the straightest line in the sand.

Dad lost every time...until his brother finally divulged the secret: *"Don't look down at the line you're drawing, look ahead to some point on the horizon and then walk straight to it."*

That's good advice whether you're taking a boring stroll on a sun-soaked beach, or facing the complex pressures of daily life. When the urgent elbows-out the important, we often take our eyes off the goal and blur the lines we normally draw.

Scripture reinforces my uncle's strategy to center on the horizon: *"Fix our eyes on Jesus, the Pioneer and Perfecter of our faith"* (Hebrews 12:2). You want to be spiritually successful? Walk a straighter line? Have a greater impact? Walk toward Him, focus on Him, and vagaries of our path quickly will grow unimportant.

Never before has the need been greater to fix our eyes on the horizon—on the Lord Jesus Christ. Paul understood that as he wrote to the Philippians: *"I press toward the mark for the prize of the high calling of God in Jesus Christ"* (3:14). Paul had his eyes fixed on His Lord, right at the spiritual horizon.

In these days filled with political, economic and technological change, we need that reminder. Disturbances attempt to get our eyes off the goal. Distractions swirl about as we attempt to walk the path God has for us.

At the NRB, we have our vision fixed on the horizon as well. Our long-term goal is focused on a permanent home in Washington DC, inside the Beltway, where we can well represent our membership. It'll be a place to equip Christian communicators to share the gospel with excellence on radio, television, digital, and every other platform or medium.

Our organization is a powerful voice in Washington, tirelessly advocating to protect and defend the rights and interests of Christian communicators. Our battles today—the way we "draw our lines"—will have impact on the broadcast world and the Church for decades to come. So we're fixing our eyes on Jesus while we advocate for our broadcaster rights including freedom of speech, uncensored online communication, and free access to technology. May the Lord help us stay focused on such goals!

About 100 years ago, songwriter Helen Lemmel perfectly captured the thought in her song, "Turn Your Eyes Upon Jesus":

*O soul, are you weary and troubled?
No light in the darkness you see?
There's light for a look at the Savior,
And life more abundant and free.*

*Turn your eyes upon Jesus,
Look full in His wonderful face,
And the things of earth will grow strangely dim,
In the light of His glory and grace.*

– Jim Sanders

Thoughts on this article? Feel free to contact Jim via email—jim@ambaa.com.

**NRB
2025**

See You In Dallas (February 23-27)

The NRB Convention has always been a highlight of the Ambassador year, and 2025 is no exception! Set in the heart of Dallas, this year's event promises to bring a renewed focus on fellowship, education, and innovation.

We can't wait to reconnect with so many friends—old and new!

Please join us in praying for the event and NRB leadership, including our own Jim Sanders (Chairman of the Executive Committee), Troy Miller (President of National Religious Broadcasters) and the outstanding NRB staff. Tremendous effort has gone into making this week a time that will inform, impact and inspire!

Key Events at NRB

AAA Open House Reception

Date: Sunday, February 23

Time: 7:00 PM – 9:00 PM

Location: Suite 8097 (Hill Country Tower)

Kick off NRB 2025 with a special Open House Reception hosted by Ambassador Advertising! Connect with ministry partners, enjoy light refreshments, and start the week with warm fellowship. Don't forget to RSVP to peg@ambaa.com to reserve your spot and receive your welcome box.

Ministry Events for Station Partners

Join us for meaningful events to connect, collaborate, and grow with fellow radio partners. Location for these events will be provided with your RSVP.

Share Life Today Radio Partner Reception

Speaker: John Sorensen

Date: Tuesday, February 25

Time: 7:00 PM – 8:00 PM

Meet and Greet with Hutchcraft Ministries

Speaker: Ron Hutchcraft

Date: Wednesday, February 26

Time: 1:30 PM – 2:45 PM

Focus on the Family Fellowship

Speaker: John Fuller

Session 1: Tue, February 25, 3:00 PM – 5:00 PM

Session 2: Wed, February 26, 4:00 PM – 5:30 PM

Informative Workshops

Join these workshops for key insights and strategies to expand your reach and engage your audience.

Expanding Your Reach with Podcasting

Moderated by Rob Kirkpatrick

Date: Tuesday, February 25

Time: 10:15 AM – 11:00 AM

Location: Longhorn Exhibit Hall Workshop Stage

The Future of Radio is Local

Hosted by John Fuller

Date: Wednesday, February 26

Time: 9:00 AM – 9:50 AM

Location: Texas Ballroom C

Ministry Connections

These speakers will be attending the Convention ... and we would be delighted to arrange an interview for your station while in Dallas! Contact Rebecca@ambaa.com to make that happen!



John Fuller
Focus on the Family



Jim Garlow
Well Versed



Mark Gauthier
Cru



Ron Hutchcraft
Hutchcraft Ministries



Brad Mattes
Life Issues Institute



Barry Meguiar
Ignite America



John Sorensen
Evangelism Explosion



David Wollen
Haven Ministries

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

Stay Connected

We'd love to meet with you during the week. Contact any of our team members to arrange a time:



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Rebecca Richardson
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Jim Sanders
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For the latest updates and special events please visit our NRB 2025 page on our website.

MARKING MILE- STONES

Celebrating Faithful Service at Christmas

Our team had such a great time together hearing Take 6 at the Segerstrom Center in Costa Mesa. Their clear Gospel message in the middle of the concert was just breathtaking.

But so was the dinnertime that followed as we also acknowledged three very significant employment milestones: Jennifer Perez (30 years); Mark Conner (35 years) and Jani Williamson (40 years). Amazing! We're so grateful for the contributions made over the decades by these three faithful partners in ministry!



Celebrating an Ambassador Anniversary

Leave it to **Joni Eareckson Tada** to remind us that in 2024 we actually marked Ambassador's 65th anniversary! At our lunchbreak during a recording day last December, Joni spoke to our team and then presented a beautiful award from herself and dear friends (both hers and ours!) **Nancy DeMoss Wolgemuth** and **Anne Graham Lotz**. What a joy! We're grateful for so many years to serve!



Love One Another

Every weekday, *Daily Light for Daily Living* features reflections from **Anne Graham Lotz** whose consistent message is to call people into a personal relationship with God through His Word. (On the weekends, *Living in the Light* offers extended time for those insights.) We're so pleased that Anne's significant impact through these radio features as well as her speaking and writing will be recognized by the National Religious Broadcasters this month with the prestigious Chairman's Award.

It was springtime, just before the Passover Feast (John 13:1).

The evening air would have been pleasantly balmy as the disciples noisily climbed the outside steps that led to the rooftop porch and upper room of the nondescript, inner-city building. The early spring rains would have turned the dust of Judea and of Jerusalem into miry mud several inches deep. The dust and mud from the disciples' journey easily penetrated their open sandals and caked their feet with grime, so it was necessary to have their feet washed before entering for dinner. In those days, in the East, instead of sitting upright on chairs around a table with their feet on the floor, these men would be reclining around the table. Their head and shoulders would lean in toward the table with their legs and feet stretched out behind or beside them, thus it was possible for someone's feet to be very close to the face of the person sitting next to him.

As the disciples reached the small porch of the upper room, they must have looked around for the customary slave with a basin of water and a towel who would wash their filthy feet before going inside. They easily spotted the basin of water and the clean towel, but there was no slave present to do the washing.

Without a slave to carry out this very menial but necessary task, the disciples must have begun to argue as to who would do it. With each one looking expectantly at the person next to him, did they one by one vehemently reject the humiliation of washing each other's feet...or even their own? The sound of their voices would have carried easily on the evening air as their bantering became belligerent. Forceful. Even angry.

Into this scene stepped Jesus.

He knew the time had come for Him to leave this world and go to the Father. (John 13:1) Who can fathom the unprecedented pressure and emotional stress that Jesus was under that Thursday night? He knew His time had come—to be betrayed, arrested, tried, tortured, mocked, blasphemed and finally, crucified. The time had come for Him to die. To be buried. To rise from the dead and ascend back to His Father. Time to be glorified not only as the Son of Man but as the Son of God. Time to take up again His rightful place on the throne at the center of the universe. Jesus was fully aware of who He was and also of the nightmare that would begin unfolding within hours.

It's hard to imagine a worse time to think of serving others. But Jesus—the Messiah, the Redeemer of Israel, the Creator of the universe, the Savior of the world, the King of kings, the Son of God—Having loved His own who were in the world, He now showed them the full extent of His love—as He quietly rose from the table, slipped off His cloak, picked up the basin and towel not one of His disciples had been willing to touch, and began washing the smelly, filthy feet of His disciples!

"A new command I give you: Love one another. As I have loved you, so you must love one another. By this everyone will know that you are my disciples, if you love one another." (John 13:34-35)

Think about it. Who will you serve today in order to show God's love?



Anne Graham Lotz



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#AmbassadorLife

Hello, February!

It isn't only hearts and flowers—or football—that make February a month to celebrate. Check below for what else makes this month memorable—and be sure to check inside (pages 4-5) for all things NRB '25 (Dallas TX)!



February 4: Revive Our Hearts hosts “Developing a Vibrant Prayer Life”—the latest in a series of online events designed to provide biblical help for real life. Register at the ministry website.



February 5: Jim Garlow (Well Versed) and Tony Perkins (Family Research Council) anchor the “National Gathering for Prayer and Repentance” at the Museum of the Bible (Washington DC).



February 9: Whoever makes it to the competition, all eyes will be on the Superdome in New Orleans as **Super Bowl LIX** takes place. May “your” team win!



February 14: Don't miss the plethora of resources (audio, graphics, and more) as tools for celebrating **Valentine's Day 2025** are available at the Ambassador website in our holiday toolkit!



February 15: We don't usually provide an age along with the date but let's just say it's a “big” milestone for our own **Peggy Campbell**. If you're guessing it's 65, God bless you 😊. It's not.



February 17: May the celebration of this year's **Presidents' Day** be a reminder to pray regularly for our nation's Commander in Chief and for all those who serve the country in roles of leadership.



February 21-22: Speaking at the Legacy Coalition's annual Summit, **Anne Graham Lotz** (along with daughter Rachel-Ruth Wright) is in Birmingham for the national conference on Christian grandparenting.

Worth Considering

“How do you spell ‘love’?”
- Piglet
“You don't spell it...you feel it.”
- Pooh
- A.A. Milne