



Ambassador

We Connect. Ministry and Media.

MARCH
2025
UPDATE

Truth springs from
the earth and
righteousness looks
down from heaven.

– Psalm 85:11

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DID YOU KNOW?



Stay timely! You can always check our toolkits for current resources that relate to the news or the date on the calendar. Recently, for instance, **Joni Eareckson Tada** added a PSA regarding the California fires. Speaker-voiced spots as well as graphics and many other options are placed in the toolkits immediately upon availability. Help yourself!



Stay timeless! In our archives are a number of holiday and other topic-related radio specials that we welcome you to air at any time that may be appropriate. The most recent addition to that list is the *What Happens Next* special from **Max Lucado**. It's an insightful and encouraging reminder of Scripture's promises in days that evoke questions related to eschatology—answered for all to understand.



Stay up with the times! Our primary channel for updating stations on replacement programs, special broadcasts and more, is typically communicated via email. If you want to be sure you're on the list, send a note to **Jennifer@ambaa.com** – it's great staying in touch!

THE LATEST FROM AMB-OS

Changes Yet Again!



May I confess the speed of technological change these days makes my head swim? **AI is at the center of the cause.** I'm amazed, time after time, at the power of AI and applications everywhere.

I had to laugh when I used AI to see what it would write for me as I prepared my father-of-the-bride speech for my daughter's wedding. It made me cry! That may say more about how I feel about my daughter than the technology, but I assure you, **our lives are on the cusp of dramatic change in ways we can't imagine today.** The changes are filled with both blessings and curses.

That's true as we face modifications at Amb-OS too. Last month in this column, we reviewed our move from satellite as the primary delivery technology to something called "SvI," or "Satellite via Internet." (You can read last month's Update column to learn more.) **Moving off satellite will keep program delivery unfettered even though our satellite, SES-2, is going dark.** Best news is that there's nothing any station needs to do to make the change with us.

There's one other Amb-OS feature also being retired. It's the "XDS Transfers" feature in our User Interface (UI). This setting is located on the UI "System Information" page. The feature will come to an end as Moody Radio is terminating file delivery on their XDS receivers. (Moody will continue to operate their FTP site for program delivery.)

It's been a joy to partner with MBN these many years with their XDS file delivery project. Both Amb-OS and Moody Radio have been members of the CRC since 2000. The outcome has been an exemplary working relationship that's helped stations around the country.

— Jim Sanders

New to Amb-OS!

On the Ground with Samaritan's Purse is now available on Amb-OS. This new 26-minute weekly program transports listeners to the frontline of ministry as well as behind the scenes of the worldwide ministry to help people in Jesus' name. **Kristy Graham** weaves together testimonies of God's redemptive work and first-hand interviews in the field with staff and volunteers.



To request permission to air *On the Ground with Samaritan's Purse*, visit our permissions portal at <https://amb-os.com/permissions> or contact Daniel Noblitt at RK Media at 818-865-0180 (danieln@rkmedia.co).

What's Up in March?

THIS
MONTH

Even if winter hasn't yet left your part of the country, here are some good reasons to welcome March. Look for more March milestones and events on the back cover!



Disability Awareness Month Joni and Friends

While it is a perpetual focus at the ministry, all this month the team at **Joni and Friends** will be celebrating the ministry's core mission—to help spread awareness of the challenges and opportunities in the disability community. From Family Retreats to the international "Joni's House" program, you can learn so much more at the organization's website. And just one of those outreaches is indicated on the back page!



New Episodes for Adventures in Odyssey Focus on the Family

After more than 30 years impacting children (and their parents) with its creative cast of characters, **Adventures in Odyssey** will officially air the 1000th episode this month. In fact, March brings a number of new episodes to the airwaves. If you don't yet air this much-loved content, check out our website for Odyssey audition material. We guarantee you will be charmed by life at Whit's End.



Aviva Nuestros Corazones Revive Our Hearts

On March 7-8, nearly a thousand women (at capacity) will gather in Granada (Spain) for the Spanish outreach event of **Revive Our Hearts**. This will be the organization's first conference in Europe—an exciting development for the ministry. And later this year (October), thousands of women will gather again in Indianapolis for the bi-annual True Woman Conference—you can register now!



Shepherd's Conference 2025 Grace to You

While this annual gathering is actually a ministry of Grace Community Church (Sun Valley CA), the team at **Grace to You** is immersed in the event which brings thousands of pastors and church leaders—and a number of Christian broadcasters—to SoCal each year. This year's theme is "Proclaiming Christ to the Ends of the Earth" with scheduled speakers including **John MacArthur** and others.

**ONE
MINUTE
FEATURES**

Faith in 60 Seconds

Discover 16 daily one-minute messages from trusted speakers who will inspire, educate and connect with your audience every single day. These bite-sized segments offer impactful encouragement based on biblical truth. To add any of the features to your station line-up, contact us at marketing@ambaa.com.



A Moment with Joni
Joni Eareckson Tada
Biblical encouragement to lift the soul and strengthen faith.



Anchor Today
David Wollen
Holding firm in the midst of life's challenges.



Ignite
Barry Meguiar
Moving everyone, every day, closer to Jesus.



It's Time to Pray
Carter Conlon
God's power changes everything!



Portraits of Grace
John MacArthur
Snapshots of biblical truth.



Seeking Him
Nancy DeMoss Wolgemuth
Challenging listeners to seek God and encounter the joy of personal revival.



Share Life Today
John Sorensen
Encouraging believers with practical tools to share their faith.



Daily Light for Daily Living

Anne Graham Lotz

Helping people make the life-changing discovery that God's Word works!



Focus on the Family Minute

John Fuller

A "nugget of truth" for building strong families.



Haven Now

David Wollen

Engaging current news headlines with the hope of the Gospel.



Life Issues

Brad Mattes

The latest information and effective tools to protect innocent human life from womb to tomb.



Making Your Life Count

Mark Gauthier

Discovering how to live a life transformed by Christ.



Plugged In

Adam Holz, Johnathan McKee, Paul Asay

Giving families the tools they need to navigate today's entertainment.



The Garlow Perspective

Jim Garlow

Tackling timely cultural issues with biblical truth.



The Mercy Minute

Raeanne Newquist

Encouraging listeners to make a lasting difference in a world of need.



UpWords

Max Lucado

Words of hope that encourage listeners to take one step closer to Jesus.

PHOTO ALBUM

We Enjoy Fellowship

Despite the "firehose" of it last month at NRB, we never tire of occasions to gather—whether at Ambassador or elsewhere. Here are shots of some of the appreciated connections recently enjoyed! (And look for a full photographic NRB report next month!)



It was a delight for Jim & Diane Sanders to share the dinner table (and lively conversation) with these friends—Salem Radio Network host and Fox News contributor **Hugh Hewitt** with wife, Betsy, Salem Media Group CEO & President **David Santrella** with wife, Barb, and good friend **Richard Botkin**.



Thanks to **Ron Weber (Trinet)** for stopping by AAA for an impromptu visit with our graphic designer, Lydia Webster, and Peg Campbell. We're grateful for Trinet's assistance on the Ambassador website—and they've been great neighbors for us in Irvine!



Teaming up for more outstanding programming on "Haven Today," **David Wollen** invited good friend **Joni Eareckson Tada** into the ministry's studio recently to record new broadcasts for airing this year. Wherever Joni goes, you can be sure there will be hymns—and there was!



Welcoming Team "Focus on the Family" (**John Fuller, Brian Krause and Lauren Imhoff**), to Irvine again, it was time for great food, terrific fellowship and fruitful conversation as the ministry continues to thrive in so many areas of impact! And we couldn't miss treating Lauren to the iconic Balboa (Island) Frozen Banana on her first trip to California!

What's The Good Word?

You'll hear more than one (!) delivered by **Ron Hutchcraft** on each day's edition of "A Word With You." A slightly longer "short feature" at 4:30 length, Ron provides captivating illustrations along with biblical insights for daily life. For believers, there's encouragement to unleash their relationship with God, rise above the hard times, deepen relationships with those they love, conquer their dark side, and live as a "make-a-difference" person. And for those without Christ, they'll be introduced to Him in compelling but non-religious terms. Winsome, practical, inspirational, Ron's long years at the microphone and his life experiences make for deep and highly-listenable content. For more information, contact charley@ambaa.com.



CONSIDER
THIS

The Power of Your Story

With the passion you'd expect from one whose own life was transformed by the sharing of testimony, **John Sorensen** (President of Evangelism Explosion) is thoroughly unabashed about the power of telling others about Jesus. Hear his encouragement daily on "Share Life Today."

Have you ever questioned the significance of your testimony or thought that no one was interested in hearing it? Allow me to share a profound truth from Scripture: "And they overcame [the enemy] by the blood of the Lamb, and by the word of their testimony" (Revelation 12:11). Your testimony is not just a story, but a powerful tool in the hands of God.

KNOW THE POWER OF YOUR STORY

Testimonies matter. God has given each of us a powerful story to share. And it's the first act of sharing the Gospel with others. When Jesus healed the man filled with demons in the Gadarenes, He said, "Go home to your friends and tell them what great things the Lord has done for you and how he has had compassion on you." We are called to do the same! One of the most effective tools we have to start spiritual conversations with others is our testimonies, sharing how Jesus has changed our lives. When we know how powerful sharing our story is, it gives us confidence to bring it up in conversations and share it!

MAKE THE CONNECTION

How do we do that? Well, think about what you like to talk about with your friends. You want to hear about their life! And this is also true for your coworkers, friends, and family—they want to know about you, too. You might be surprised at how many of them would love to hear your story about how Jesus has changed your life. This is why our testimonies are so powerful! God has crafted the human heart to connect with

others through sharing experiences. Jesus connected with people the same way—through hearing their stories and sharing with them about Who He is—the Savior who has come to redeem them.

BE GENUINE

More than ever, people are looking for genuine, authentic relationships. They want to hear the truth. And when it comes to sharing our testimonies, it's important to be genuine and vulnerable while telling others our story. God may have you sharing with a "Divine Appointment"—a person He has drawn to you to hear your story for a purpose. It could be that the same struggles or hurt you have faced they are facing now. It could be the very things God has redeemed in your life they are dealing with, too. Make sure to ask the Holy Spirit to guide your conversation and what you should share, and be open and truthful with what God has done in your life.

MAKE THE CONTRAST

Start with what life was like before everything changed or before God stepped in. Then, share what God did. End your testimony with something about the confidence you have concerning Heaven and eternal life. An example would be something like, "The greatest thing about all of this is that I know for sure that if I died today, I'm going to Heaven." This leads very naturally to asking them questions about their own spiritual life and sharing the Gospel with them.

The truth is God has blessed you, changed you, and transformed you. Tell the world how! Take the bold step. Share your story! And may God bless you as you do so!



John Sorensen
Speaker, Share Life Today

If you'd like to share your testimony, or read those of others, go to www.whatsmystory.org.



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#AmbassadorLife

Welcome, Spring ...

... which, officially, begins on March 20 whether the sun is shining or not! What else makes us glad that the calendar page has turned to March? Check out these events, celebrations and milestones ahead (and see pg 3 inside)!



March 3: His passion for the sanctity of human life is heard daily—we're so glad he was born on this day! Happy Birthday to **Brad Mattes**, president of Life Issues Institute.



March 6-15: A team of dedicated volunteers heads to Manila to deliver wheelchairs—and the Gospel—as another *Wheels for the World* trip is undertaken by **Joni and Friends**. See inside for more.



March 9: Just sayin' ... mark your calendar now as it's already time to turn our clocks *ahead* one hour. Who cares about losing an hour of sleep when **Daylight Saving Time** means the sun shines later each day!



March 16: Having just enjoyed a tremendous Convention in Dallas, our appreciation for **Troy Miller's** leadership on the National Religious Broadcasters is unbounded as we celebrate his birthday today!



March 18: Join **Jim Daly** and **John Fuller** as they host **Focus on the Family** affiliate stations via YouTube for a refreshing conversation and updates from the ministry. Be sure to let Jennifer@ambaa.com know that you plan to join us!



March 22: It's a month of celebrating for **Brad Mattes** as he and wife, Ellen, celebrate another wedding anniversary today. Every blessing, friends—we're so grateful for your faithfulness to each other and to Him!



March 30: We love it when like-minded ministries work in tandem—today **Anne Graham Lotz** will be at historic Times Square Church where **Carter Conlon** remains in leadership.

Worth Considering

"Spring is the time of year when it is summer in the sun and winter in the shade."

– Charles Dickens