



Ambassador

We Connect. Ministry and Media.

MAY
2025
UPDATE

Strength and *honor*
are her clothing,
and she can laugh at
the days to come.

She opens her mouth
with *wisdom*,
and faithful instruction
is on her tongue.

Her children rise up
and call her *blessed*;
her husband praises
her as well.

– Proverbs 31:25-26 & 28



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DID YOU KNOW?



Mark your calendar now for "Bring Your Bible Day" 2025, now scheduled for October 2nd. Expanded last year to include encouragement to bring your Bible to work as well as school, more than 1.2 million people participated in last year's event. Check the *Focus on the Family* website for details and plan to be part of 2025's impact!



Planned for release in multiple languages in 2027, **Nancy DeMoss Wolgemuth** has now recorded 95 messages for the *Wonder of the Word* series that will take listeners on a one-year journey through the Bible. That coincides with the publishing of a new *Revive Our Hearts Bible* in 2026.



Know a young adult interested in a summer missions trip or even a one-year internship? Check details on hundreds of opportunities with **Cru** at their website. Talk about "Making Your Life Count"! 😊

“Prayer is the hand of faith on the door handle of your heart.”

– Max Lucado

THE LATEST FROM AMB-OS

Saying Goodbye to a Friend

Since the earliest days of Amb-OS, we've offered two User Interfaces (UI) for the AMR receivers: one for Windows and one for Linux and the open-source community. We call this later version "Amb-UX."

Candidly, since there are very few—only a small handful—of stations using Amb-UX, it's been a challenge keeping both UI's equally feature-rich. The consequence is our development efforts on the Windows version has yielded a very powerful (and free) utility which works in concert with either the AMR-100 or AMR-200 receiver.

So, we're somewhat sad to report that we've decided to "sunset" development and support for Amb-UX effective September 1, 2025. This old friend has served us well, but it's time to center our attention on the power of our Windows version going forward.

We hope you're aware of the benefits of our Amb-OS UI. For example, you can:

- Schedule playback of any AMR file on a one-time or regular basis. Many stations use this as "belt and suspenders"—they transfer the file but also have the receiver play back the file at the prescribed air time. If the automation fails, they have an audio source to broadcast.
- The Windows UI allows you to transcode files into a different format while also renaming them to any network folder in an automation system-friendly format.
- We have an FTP module which performs the same transfer functions for virtually any site in the world.

Though we're sad to see our Amb-UX friend go, we can proudly say, the Amb-OS UI is a benchmark set-it-and-forget-it proposition. If you'd like to know more, contact our team at support@amb-os.com.

New to Amb-OS!

Bienvenido a *Pautas Para Vivir*! **Guidelines International** is now offering the Spanish version of *Guidelines* titled, *Pautas Para Vivir* on Amb-OS! Every weekday your Spanish speaking listeners will be blessed by two minutes of practical, Bible-based teaching as so many have come to enjoy from *Guidelines*.

To request permission to air **Pautas Para Vivir**, visit our permissions portal at <https://www.amb-os.com/permissions> or email Brandon Neal at brandon@guidelines.org.



Brad Mattes | President Life Issues Institute

Saluting 50 Years Serving the Pro-Life Movement

MARKING
A MILE-
STONE

It's been Ambassador's delight to serve Life Issues since the organization was birthed by Dr. John C. Willke in 1985 (actually—since long before that launch under another pro-life umbrella).

This month, Brad marks 50 years in the arena, leading the ministry and giving voice to the issues of concern with "Life Issues" (1:00 Daily) and "Straight Talk on Life Issues"—a half hour weekly launched about two years ago.

We're so grateful for Brad's faithful commitment to his calling ... as many friends can attest as he also faithfully attends NRB annually to fellowship with partners.

Every blessing, Brad, as you look to continued impact on behalf of the sanctity of life!



“It was May 1975, I was a senior in high school, in a persuasive speech class. Our final was to pair off and pick topics from which we would prepare a persuasive speech. I chose abortion—Roe v Wade had legalized abortion on demand just two years before and I wanted to make the case it was a wrong decision.

With little knowledge about the subject at hand, I looked for Right to Life in the Yellow Pages. My search ended at Mary Rose, president of Billings, Montana Right to Life who loaded me up with all that was needed and more.

The pro-life materials had something in common. They were produced by Dr. Jack and Mrs. Barbara Willke. Using the Willke materials, I opened the amazing beauty of life in the womb to my fellow students, demonstrating how early the unborn child developed. That was paired with slides and printed images of what abortion did to its tiny victims. I also presented the potential emotional and physical horrors abortion often inflicts on the mothers.

Prior to our prepared speeches, we were required to poll the class on where they stood on our chosen topics. Then, afterward we polled the class again to measure our effectiveness. The prior poll showed the class to be fifty-fifty on whether or not they supported abortion. However, the after-poll demonstrated a unanimous opinion against abortion!

I learned a profound lesson that day – pro-life education is a powerful tool to make converts to the side of life.”



Brad's commitment includes being on the frontline for the pro-life message nationally and internationally.



Founders of Life Issues Institute, Dr. John Willke and wife, Barbara with Brad—and AAA's Lee Ann Jackson at NRB circa 1990.

TAKE A LOOK

Travels with Charley

It was great to have our own Charley Mefferd in SoCal recently—tho we haven't yet convinced him to leave Texas permanently!



Participating in the annual **Shepherds Conference** at Grace Community Church, Charley was hosted by Jay Flowers (COO at Grace to You) along with broadcaster friends such as Matt Austin and son, Craig Austin, from KCBI-Dallas as well as Troy Miller, President of NRB. In the third photo, Jay and Charley are joined by astronaut Jeff Williams who also serves on the board of Grace to You.



Our Amb-OS team is grateful to partner with **RK Media** in delivering RKM-represented programs to stations. Pictured with Charley at RK offices: Michael MacDonald, Peter Rincon, Alyssa Frayley, Daniel Noblitt, and Alan Kirk.



Our longtime relationship with **Harvest Ministries** (including delivery of Harvest Crusades for many years) is also deeply appreciated—as led by Bryan St. Peters, Director of Media for Greg Laurie's ministry.

And coming to Ambassador, welcoming these recent guests!



From Dallas—**David Sparks**, who oversees radio production of *The Word Unleashed* (Tom Pennington), was in SoCal for the Shepherd's Conference, with announcer Bill Reitler and our own Mark Conner.



From Minneapolis—longtime friend, **Corbin Hoornbeek**, now President of University of Northwestern-St. Paul and formerly VP/ Advancement at Azusa Pacific University where Peg Campbell served on the Board.



Also from Minnesota—great to have **David Wheaton** (*The Christian Worldview Radio*), along with son, Tom, and wife, Brodie, visit our studios. Pictured with Ben Bryggman who assists in production.

New Leadership at Joni and Friends

We're so pleased to share the news of the appointment earlier this year of **Shawn Thornton** to serve as President of Joni and Friends.

Shawn is already a friend to many in Christian broadcasting as his teaching ministry "All Things New" is aired nationwide—an outgrowth of his years as Senior Pastor of Calvary Community Church in Westlake Village CA.

Though a new role for Shawn, he has been a longtime friend of the ministry including serving a number of years as part of the ministry's Board. His own story (beautifully told in his book "All But Normal") underscores his familiarity with concerns in the disability community.

At 14, his beloved mother suffered a traumatic brain injury in a car crash that left her with a lifetime of lingering mental, emotional, and physical struggles. Even so, Joni's book and life became an encouragement to the family navigating those challenges—as her journey continues to impact so many of us.



“I’m most looking forward to helping the global church, in the United States and all around the world, improve and grow in their ability to minister to individuals affected by disability and their families.”

– Shawn Thornton

This month, Shawn's powerful testimony will be heard on several of the "Joni Eareckson Tada: Sharing Hope" features.

You can send a note of welcome to Shawn at shawn.thornton@joniandfriends.org!

America's Last Call

A Warning From A Watchman

Ever ready with a message on the importance of prayer, as we mark the National Day of Prayer (May 1), **Carter Conlon** once again speaks to our nation's need for prayer and repentance. Echoing the prophet Hosea's urgent plea, the message is to "return to the Lord your God ... for you have fallen by your iniquity."

Despite what we grieve to see in our "Christian" nation, there is hope. God's response to a repentant heart is clear: *"I will heal their backsliding, I will love them freely, for my anger has turned away from them"* (Hosea 14:4). As we heed the call to prayer as a Nation, our response is to turn away from the path of destruction and turn to the God who made us.

He is waiting for us to return, to trade our lightness for a genuine encounter with His Spirit. He promises that those who sow with tears will reap with songs of joy. It's a promise that if we turn to him, He will turn to us. Let us heed the warning ... and answer the call.



Carter Conlon

For more information on the special, contact Rebecca@ambaa.com. And check our website for supporting resources for the special and all National Day of Prayer activity.



“All of us are walking advertisements for God. The question is: Do people want to buy what you have?”

– Barry Meguiar

Ignite Your Life!

That's the daily encouragement from **Barry Meguiar** whose highly contagious passion for moving people closer to Jesus, every day, makes "sharing your faith" an irresistible calling. In the 60-second feature, Barry urges believers to experience the deep joy of "igniting" their faith and realizing the joy God intends in telling others about Jesus—without fear.



CONSIDER
THIS

Not Just a Mom

Serving as president of “Focus on the Family,” **Jim Daly** has regularly shared his commitment to the role of family in our culture. Many know his own story—abandoned by his alcoholic father at age 5, losing his mother to cancer only four years later and further wounded when his grieving stepfather emptied the family home and left Jim, and his four siblings, to fend for themselves. That’s the significant backdrop to Jim’s insightful, impactful words as we celebrate mothers this month!

*Woman, how divine your mission
Here upon our natal sod!
Keep, oh, keep the young heart open
Always to the breath of God!
All true trophies of the ages
Are from mother-love impeared;
For the hand that rocks the cradle
Is the hand that rules the world.*

Wallace’s insightful point is that a mom’s loving influence has significant impact on what any person – and especially the “great and powerful” – will eventually become. It starts with the seemingly mundane transmission of morals and values that children pick up from simply observing. And as every parent knows, our kids are always watching us and how we handle the little things in life.

For most mothers, the job description seems to be something like this: You hit the floor running in the morning, and you don’t stop until you collapse into bed exhausted late at night. Then you get up and do it all over again. Generally, you like it and feel it’s worthwhile. Sometimes... maybe you don’t.

Mothers often focus on their own shortcomings and minimize their role. On the surface, it’s hard to see much glamor in fixing meal after meal or constantly picking things up all over the house. And it’s easy to start feeling like whatever you do is never going to “be enough” or amount to much.

Here’s a concrete fact: except for Adam and Eve, every human who has ever lived grew from an embryo in a mother’s womb. But while motherhood is *The Usual*, it’s certainly not *ordinary*. That’s because moms aren’t simply changing sheets and diapers; you’re *molding character*.

That concept is captured in a famous verse by poet William Ross Wallace, first published in 1865 as “What Rules the World.” Today we know it as “The Hand That Rocks the Cradle.” I’m particularly drawn to the poem’s third stanza:

Of course, my heart also breaks for the many women who long to be mothers but whose dreams haven’t been realized due to infertility, illness, or other reasons. Then there are mothers who have lost children to inexplicable tragedy – or people whose concept of “Mom” is forever tainted by terrible dysfunction. God knows, and He is close to the brokenhearted. He understands our grief when we can’t even articulate our feelings.

Sure, directing the course of a child’s life is no easy task. On any given day a lot of moms may feel like they’re doing an inadequate job. But remember: motherhood isn’t challenging because you’re bad at it. *It’s challenging because – like no other role in life – it requires sacrificing your own wants and desires on behalf of others.* And for that, and for the many other ways in which you’re wielding incalculable influence on those you love, I salute moms everywhere. God bless you.



Jim Daly



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Coming Up ...

No question about it ... May tends to "put some spring in your step"—good thing because it's also a month chock full of events to note, attend and celebrate. Here are just a few we thought you wouldn't want to miss!



May 1: On this day in 1939, the "Back to the Bible" broadcast with Theodore Epp was officially launched on KFOR-AM (Lincoln NE). What a legacy he created for Christian radio.



May 2: It's National Space Day—don't miss **Dennis Rainey's** "Inspiring Courageous Faith" podcast and recent interview from the International Space Station with astronaut Butch Wilmore!



May 6: Marking National Foster Care Day, so grateful for the outreach of Wait No More, **Focus on the Family's** Foster Care and Adoption program. Get more information at the ministry website!



May 17: Contributing to both "Straight Talk on Life Issues" and the weekly Life Issues communique to partner stations, we're glad to wish **Victor Nieves** a very happy birthday, indeed!



May 21: Blessings as well to **Anne Graham Lotz** who celebrates a birthday today. So grateful for her unchanging commitment to making God's Word personal and relevant for every life.



May 25: Happy Birthday, dear **Jim Garlow**! Wherever you may be in the world today, thank you for helping leaders to become well versed in biblical principles as they serve.



May 28-30: "Expand your knowledge, rejuvenate your spirit, connect with others who share your mission." That's CMB's promise for those attending Momentum 25 (Orlando FL).

Worth Considering

"May, the month of
sunshine, blooming
flowers, and endless
possibilities."

— Unknown