



# AMBASSADOR

WE CONNECT. MINISTRY AND MEDIA.

# EXTENDING OUR REACH THROUGH MEDIA

NRB 2011



## did you know?

### Mercy is on its way!

This month, *The Africa Mercy* sails into port (Freetown) for its next tour of ministry duty in Sierra Leone. Be praying as thousands receive medical, spiritual and physical help through the Mercy Ships team. [mercyships.org](http://mercyships.org)



**Visiting San Antonio?**  
Max Lucado teaches weekly at Oak Hills Church on "What Happens When Grace Happens"; check [oakhillschurch.com](http://oakhillschurch.com) for details on service times/locations.



**17 and counting!**  
Congratulations to **Dennis & Barbara Rainey** who just welcomed #17 on the grandchildren list—Alice Pearl was born to Deborah and Jason Petrik on January 9 in Indianapolis. *Happy New Year indeed!*

### Biblically-defined slavery

Next up from **John MacArthur** is *Slave*—a new book based on his excellent series on what the Bible literally teaches on the doctrine of our slavery to Christ. [GTY.org](http://GTY.org)



### "AUTOMAGIC"

I love that word! It so often describes the seemingly simple work that some very complex software pulls off by the click of a finger. I agree with the guy who said, "Today's science is yesterday's magic." Who would have thought (other than Gene Rodenberry) that we could talk to computers, and they would talk to us.

...that we would have a computer terminal on a tablet that contained all the knowledge we would ever need.

...that we could communicate with anyone in the universe by a simple attachment hung from our ear.

Often, when I talk about Amb-OS, the word "Automagic" crosses my lips. Though it never appeared in a *Star Trek* episode, it's just as amazing to me. It works magically!

Now the great thing about technological alchemy is that software and hardware just gets better and better: Our Amb-OS magicians keep improving the software so that **your computer does the mundane parts of capturing and airing a program while you focus on the important details of running a radio station.**

You may be already familiar with the latest element of the Amb-OS system: our **permissions portal**. You can reach it by clicking on the link at [http://amb-os.com/new\\_new.html](http://amb-os.com/new_new.html). Once you log in, you'll be able to add or delete programs permissioned for your station. Upon receipt of your request, our Amb-OS server then emails the marketing representative responsible for that program(s) and permissions are changed. In fact, once those permissions are approved, your receiver (if it's connected to the Internet), will grab any programs which it immediately needs.

*It really is automagic!*

## New additions to the family

... to the **Amb-OS family, that is!**

**FIRST PERSON** From **Wayne Shepherd**, his excellent weekly interview broadcast, *First Person*. Wayne's beloved and thoughtful interview style welcomes a wide variety of personalities in God's kingdom including, most recently, Tony Dungy, David and Nancy Guthrie and Michael Card. Every interview is designed to help your listeners deepen their walk with Christ. For more information, visit [wayneshepherd.net](http://wayneshepherd.net).



**JUST A THOUGHT** No ministry defends the faith so clearly as **Ravi Zacharias Ministries**. And now you can enjoy the wisdom and insight from RZIM in a daily one-minute feature called *Just a Thought*. It starts in March and has been automatically added to your receiver permissions if you're currently airing any program from RZIM. If you'd like more information, browse to the [rzim.org](http://rzim.org).



*Any permissions you'd like to add or confirm, browse to the permissions page on our Amb-OS website.*

## fast facts

**1934**  
"HAVEN Today" (originally "Haven of Rest") launched on Christian radio. In a nearly 75 year history, there have been 4 hosts (including Charles Morris) and many musicians.

**2010**  
Recognized as NRB Radio Program of the Year (Long-Form).

**On the Road**  
Since joining HAVEN, listeners have heard Charles Morris on location in: Haiti, China (the Olympics), Uganda, Jerusalem, Point Roberts, Tuscaloosa and London.



CHARLES MORRIS  
HAVEN TODAY



### Jesus: A Model of Love

In this new Valentine's Day special, we hear from a variety of women about what would make the perfect Valentine celebration while **Elizabeth George** recognizes that Jesus is the ultimate model of One who loves—and enables us to love!

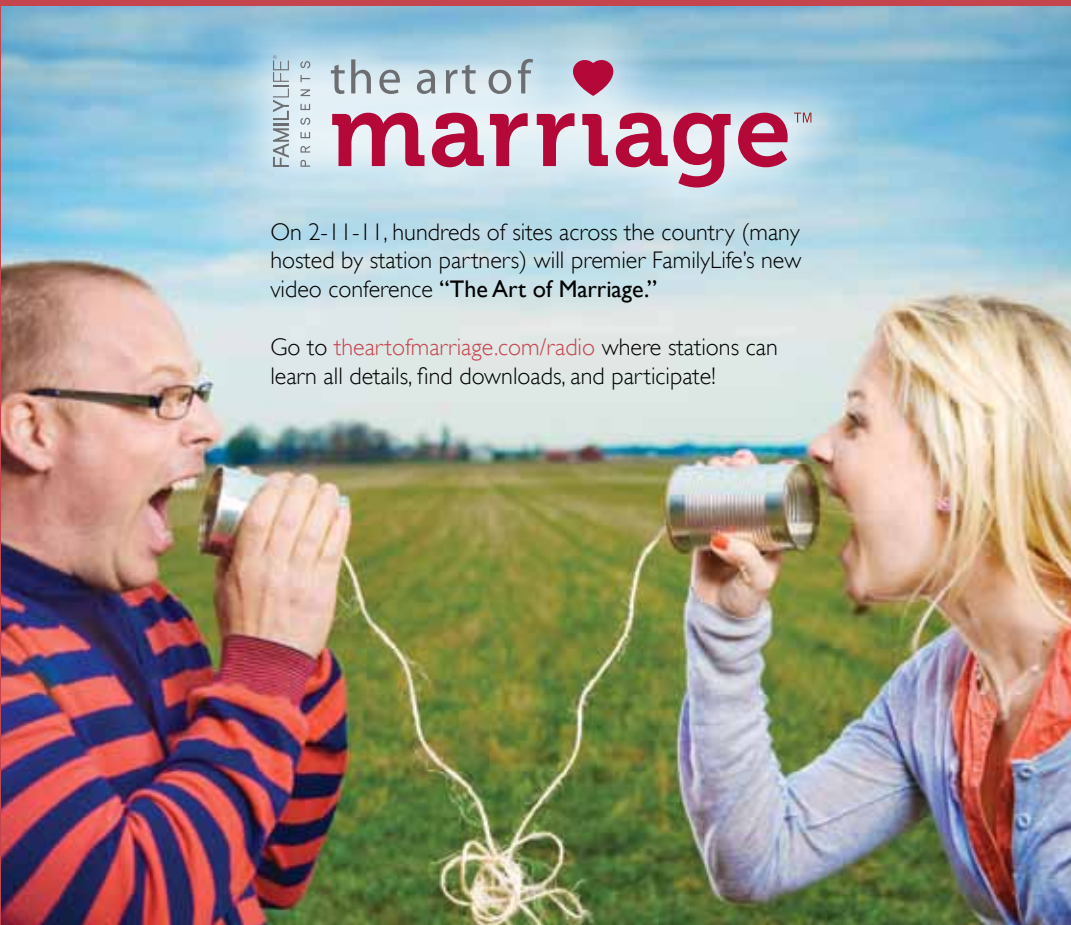


valentine's day special

## The Dobson Commentary

### My Family Talk

Rolling out February 7, **Dr. James Dobson** now speaks each day in a :90 commentary that includes the best of a library of materials (new to Christian radio) and the most timely reflection on current events impacting families today.



FAMILYLIFE PRESENTS the art of  marriage™

On 2-11-11, hundreds of sites across the country (many hosted by station partners) will premier FamilyLife's new video conference "The Art of Marriage."

Go to [theartofmarriage.com/radio](http://theartofmarriage.com/radio) where stations can learn all details, find downloads, and participate!

### more 4 february

A special emphasis this month brings what has garnered the most positive feedback from "Revive Our Hearts" listeners: the "30-Day Husband Encouragement Challenge." The challenge, accompanied by programs in February, will encourage wives to sign up online or get the new journal resource for daily support as they seek to strengthen their resolve to care for their husbands.



WILL WE SEE YOU IN NASHVILLE?

# READY. SET. NRB.

## MEET AND GREET (IN OUR SUITE)

7:45 AM **BreakPoint Partners Event** (special time for station partners to meet John Stonestreet)

Monday, February 28th  
Presidential Boardroom A

9:00 AM **Global Focus: Connecting with Jesus' Heart for the World**  
Ron Cline & Wayne Pederson, HCJB Global "Beyond the Call"  
Brad Mattes, Life Issues Institute "Life Issues"  
Wess Stafford, Compassion International "Speak Up With Compassion"

10:00 AM **Way, Truth, Life: Broadcasting what Matters Today**  
Jim Garlow, The Garlow Perspective "The Garlow Perspective"  
Brad Mattes, Life Issues Institute "Life Issues"  
Charles Morris, HAVEN Ministries "HAVEN Today"

11:00 AM **Females & Families: Reaching Every Home for Christ**  
Vonette Bright, Campus Crusade "Women Today"  
Dennis Rainey & Bob Lepine, FamilyLife "FamilyLife Today"

2:00 PM \*Looking Forward: An Update from Dr. Dobson about Family Talk

5:00 PM \*Hymntastic! Sing-along with Joni Eareckson Tada

9:00 PM FamilyLife Game Night (\*\*Delta Bayou E)

\*Limited space, thanks for your RSVP if you plan to join us!

Meet & Greet  
WILL GRAHAM

Please join the  
BGEA team  
Sunday, 2-3:30 PM  
Pres Ballroom B

Who you'll see!



Vonette Bright



Joni Eareckson Tada



Brad Mattes



Wayne Pederson



John Stonestreet



Jim Garlow



Dr. James Dobson



LuAnne Crane



Dennis Rainey

## HEAR IT & SHARE IT (WITH US)

Monday  
3:30 PM **The Amb-OS Club: Connect & Learn with the Amb-OS Crew**

From our "experts"  
Presidential Boardroom A

Tuesday  
8:00 AM **SEO To Go (101): Practical First Steps for Becoming Un-Lost on the Web**  
9:00 AM **Social Media That Sings: Creating Harmony for Your Media and Ministry**  
10:00 AM **SEO To Go (201): Taking Your Tools to the Next Level**  
11:00 AM **The Motions of Promotions: What Every Radio Station Needs to Know about Custom Promos & Giveaways**

## JOIN US (THINGS WE WON'T MISS)

Saturday  
8:00 AM NRB First Timer's Orientation  
9:00 AM Social Media Strategies Super Session with Mark Ramsey  
7:00 PM Opening Session with Voddie Baucham and Jay Sekulow  
9:00 PM Radio Reception

NRB events as seen at  
[nrbconvention.org/program](http://nrbconvention.org/program)

Sunday  
9:30 AM Worship Service with James MacDonald  
Noon Exposition Center Opens  
7:00 PM Social Media Strategies Super Session

Monday  
7:00 PM General Session with Ravi Zacharias

Tuesday  
7:00 PM Closing Banquet with Chuck Swindoll

EXTENDING  
OUR REACH  
THROUGH  
MEDIA

NRB 2011



# See you at NRB!

The App Store recently reached 10 billion downloads. We confess we are responsible for a few of those! In exchange for telling you our favorites, we hope you'll share yours with us when we see you at NRB!



Ok, I'll admit it. And I'm up for the competition it should bring on. **Boggle**.

Peggy Campbell  
[peg@ambaa.com](mailto:peg@ambaa.com)



Either **GuitarStudio** from Frontier Design Group or the **Vuvuzela** app, depending on whether I'm naughty or nice. It's a Christmas thing.

Jim Sanders  
[jim@ambaa.com](mailto:jim@ambaa.com)



No hesitation—my **Bible app** (check with me offline for which versions!) It's my busiest app—and what a space saver when I travel!

Evelyn Gibson  
[evelyn@ambaa.com](mailto:evelyn@ambaa.com)



**Flipboard** for the iPad puts all your social media and news in one place and makes all your Facebook and Twitter updates read like a magazine. I love it!

Jennifer Perez  
[jennifer@ambaa.com](mailto:jennifer@ambaa.com)



**Flashlight** because I need it to find my way outside at 4:30 PM in the afternoon! (in Minnesota, in the winter, don't you know)

Dick Becvar  
[dick@ambaa.com](mailto:dick@ambaa.com)



I love being able to quickly listen to broadcasts via ministry apps like **FamilyLife Today** and **Grace to You**.

Michelle Blood  
[michelle@ambaa.com](mailto:michelle@ambaa.com)



**Chipotle** because I love their burritos and anything that makes it easier for me to get them is something I LOVE! I don't even need to wait in line...it's in, out and enjoy!

Carolyn Kim  
[carolyn@ambaa.com](mailto:carolyn@ambaa.com)



**Skype** because I can call my family in Korea very inexpensively and easily!

KiYong Kim  
[kiyong@ambaa.com](mailto:kiyong@ambaa.com)



**Star Walk** is pretty amazing when you are camping in Yosemite.

Robert Jacobsen  
[robert@ambaa.com](mailto:robert@ambaa.com)



**The Weather Channel App** – how else are you supposed to know what to wear?

Anna Sinclair  
[anna@ambaa.com](mailto:anna@ambaa.com)



Have you seen **100 Cameras**? It makes each picture you take look like you spent hours adjusting it in Photoshop...leaving you with time to play with other apps!

Katie Burke  
[katie@ambaa.com](mailto:katie@ambaa.com)



**55,000 Amazing Quotes** because . . . "I couldn't have said it better myself!"

Lee Ann Jackson  
[lee@ambaa.com](mailto:lee@ambaa.com)



FamilyLife  
+ HCJB Global  
= "FamilyLife Today"  
Spanish Edition

## Partnership at Work

Nothing makes us happier than watching ministries work together for more effective impact. Pictured here—personnel from **HCJB Global** who produce *Vida en Familia Hoy*, the Spanish edition of "FamilyLife Today," along with FL's international radio crew (Michelle Hill and Elizabeth Schultz).



**VIDA EN FAMILIA hoy**  
vidaenfamiliahoy.com



## Best wishes, friend!

After 30 years in leadership at WFCJ-Dayton OH, and after celebrating both the station's 50th anniversary as well as his own in broadcasting, **Clair Miller** has retired, though continuing to serve on the Board of the facility and sister station, WEEC-FM.

As Ray Ortlund would say ... Clair is a White Hat through and through – his partnership will be missed. The entire team at Ambassador salutes Clair and wife, Margy ... God's best to you, good friends, in all that is yet ahead!

# well, look who stopped by!



Two friends from the **Billy Graham Evangelistic Association** can vouch how close we are to Orange County airport. Pictured with Lee Ann Jackson are **Doborah Barto** and **Andrea Bevins** who were in town in preparation for the Franklin Festival in L.A. June 24-26 — En Espanol! [Festivaldeesperanzala.com](http://Festivaldeesperanzala.com)



Hailing from (not far) east of us in La Mirada, folks from **Far East Broadcasting Company (FEBC)** spent time with our team looking at ventures for the future. (L-R: **Jim Sanders**, **Dave McElwee**, **Peggy Campbell**, **Gregg Harris** and **Sandy Wilson**)



**Liz Lockwood**, who is the manager of web & social media for **Revive Our Hearts**, made us a stop on a visit to So Cal. Wait a minute — did she come to discuss integrated media strategies, or were we a convenient excuse to go to Pei Wei? (L-R: **Carolyn Kim**, **Katie Burke**, **Jennifer Perez** and **Liz**)

please  
JOIN US  
in prayer



In the midst of celebrating their 40th wedding anniversary, **Jim and Carol Garlow** continue to stand together in Carol's fight against cancer. Jim regularly reflects on Carol's treatment, their time together and prayer needs at [facebook.com/jimgarlow](http://facebook.com/jimgarlow)



On January 11th, 38-year-old **Joanne Heim** (wife of FamilyTalk team member **Toben Heim**) suffered a major stroke. Toben often shares remarkable perspective on what he calls an "ultramarathon" on his wife's blog: [thesimplewife.typepad.com](http://thesimplewife.typepad.com)

# QUESTION OF THE MONTH

This month marks the anniversary of the Boy Scouts of America. See what these former Scouts appreciated about their experience.

"My Boy Scout experience filled a significant role in providing male leadership in my life, during a season where my Dad's job required him to be away from home on a regular basis. The role model of the men who volunteered were invaluable in holding me steady when it would have been easy to go astray."



**Michael Neises**  
Senior Director, Events & Publishing  
Revive Our Hearts



More than anything, Scouting taught me how individual small steps were needed to accomplish a greater goal.

**Robert Jacobsen**  
Ambassador

"I hope Jeffrey will be a good citizen and role model for other kids as he participates in scouting activities, I hope that kids will learn by his examples through the honor of scouting."



**Jery Lee**, father of Jeffrey Lee  
Ambassador

"I was two merit badges shy of earning my Eagle Scout award, and I was ready to quit. My dad (who became an Eagle Scout himself in 1936) persuaded me to persevere. Finishing the job is the legacy of Scouting for me."

**Bob Lepine**  
VP, Chief Content Officer & Co-host  
FamilyLife



"We never fail when we try to do our duty, we always fail when we neglect to do it."

"A Scout smiles and whistles under all circumstances."

"We must change boys from a 'what can I get' to a 'what can I give' attitude."

} **Robert Baden-Powell**  
Founder,  
Boy Scouts of America

Beginning Monday, March 7th, a new voice will move into the speaker role for "The Point." John Stonestreet, a longtime colleague of BreakPoint, has been invited to serve as National Director of the Colson Center. Part of this assignment will be to share his contemporary and timely insights on the biblical worldview on "The Point" each day.




**Given you are already engaged in effective ministry with Summit Ministries, what does it mean for you to be joining the Colson team and speaking for "The Point"?** I am very excited and honored with this terrific opportunity to host "The Point." I believe that Christians should be able to think and act Biblically in their culture. Summit and Breakpoint both share that passion, so it only makes sense to connect and collaborate.

**Why is it so important to have a Christian worldview?** To follow Christ fully, we must love what He loves, think how He thinks, be passionate about what He is passionate about, and recognize the reach of His Lordship into all aspects of our lives and cultures.

**What issue would you single out as the ultimate battleground for believers today?** At the center of nearly every cultural issue of our time, from abortion and bioethical concerns to fashion to poverty, is the question: "What is a human being and what gives them value?"

**Tell us about your family.** First, I married up! Sarah and I have been married for 8 years. Second, house is pink. We have three daughters: Abigail (5), Anna (3), and Allison (1). Third, we laugh a lot. The girls have made life even better. Finally, we have a wonderful heritage. Both of our parents are committed to Christ and each other. They have given us a wonderful foundation to build on, and are actively involved in our daughter's lives.

**Technology makes it possible for you to continue to reside in Colorado—what makes that such a great place to live?** Colorado is a terrific place to live. We've really enjoyed the moderate climate, the clean air, and the breathtaking beauty. Plus, the military presence in town adds so much to the character of the city. It is rare that I am on a flight without a soldier returning from Iraq and Afghanistan.

 Visit our website for more of this interview & to demo "The Point" with John Stonestreet.

In Chicago for Founder's Week, **Joni Eareckson Tada** speaks at Moody Church. Two days later, **John MacArthur** brings the closing message for the Conference.

FEBRUARY 2



On 2/5, **Chuck Colson** begins a series of station-supported events, a one-day seminar called "Doing the Right Thing," this date hosted by KKLA and Biola University (La Mirada CA).

One more way to celebrate Valentine's Day—*Love Like You Mean It Marriage Cruise (FamilyLife)* sails the Caribbean.

FEBRUARY 14-18

FamilyLife goes LIVE for its annual series of "Legacy" Programs (3/30-4/1) while Franklin Graham heads to Liberia for a Festival (3/25-27).

MARCH



# AMBASSADOR

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## 2011 VERSE:

“Whatever you do in word or deed, do all in the name of the Lord Jesus, giving thanks through Him to God the Father.” —Colossians 3:17



*Not going to NRB this year?*

Rest assured, while part of the crew travels to Nashville, you can dial (949) 681-7600 (or even stop by!) and one of the Ambassador team will still be at your ready service! After all, we didn't choose Colossians 3:17 as our 2011 anchor verse for no good reason! Meet the Fort-Holders (L-R): JC Colón (Production/Distribution), Bill Reitler (Production), Sheri Cooper (Accounting/Marketing), Mark Conner (Production), Kathy Randall (Accounting), Micah Haughey (Production), Jerry Lee (Satellite) and Jani Williamson (Marketing).

← (Oh! One more who'll be staying behind, and not so happily!)

