

your monthly update from . . .

JANUARY 2012



AMBASSADOR

WE CONNECT. MINISTRY AND MEDIA.

SANCTITY OF LIFE SUNDAY JANUARY 22

A Crowning Achievement



PRO-LIFE LEADER
BRAD MATTES

26:00
radio special

SEE PAGE 3
FOR DETAILS



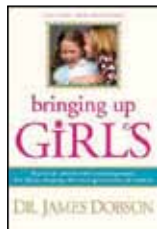
did you know?

Moody Radio is honoring Black History Month this February with a month-long series of features (2:00) that highlight people or events that have shaped American history. Available on Amb-OS, request permission to air "Treasured Moments in Black History" by emailing programs@amb-os.com or visiting whereyouturn.org/clearance.



Compassion International's ministry in the Philippines and India was recently featured in an interactive web series highlighting former Compassion kids who overcame poverty through involvement in the sponsorship program. Watch "Missions in Action" (from Amazing Race winner Alex Boylan) at missionsinaction.tv.

A BUG won! That's actually *Bringing Up Girls* by Dr. James Dobson which was recently awarded CBA's 2011 "Retailer's Choice Award" in the Christian Living/Practical Life category. (And a great companion, of course, to the classic *Bringing Up Boys*!) "Like" **Family Talk** on Facebook to stay current on news from the nearly 2-year old ministry.



"**HAVEN Today**" will once again invite listeners to take a 90-day journey that kicks off in the New Year. Join Charles Morris in a trek through the *Bible in 90 Days*.

Continued prayers are appreciated for ...



DON STEPHENS (Mercy Ships) continues to improve after an ATV accident that necessitated skin grafts for significant injury to his foot.



CAROL GARLOW (wife of Jim) maintains a rigorous chemotherapy regimen. The journey has been long.



And ... prayers continue for **BILLY GRAHAM** as he both lives and preaches on finishing well.

Thought for the New Year ...

“ Though no one can go back and make a brand new start, anyone can start from now and make a brand new ending. ”

—Maria Robinson



JIM SANDERS *tech* UPDATE

Really Simple Syndication

That's what RSS stands for and we want you to be a part! Anytime there are Amb-OS updates, changes, refeeds or replacements, we post notification through our RSS feed which now can be pushed to your smartphone in the message format of your choice. Go to <http://www.amb-os.com/rss.html> and click on "subscribe" for text or email ... or both!

Keep Clear!

Not you ... your satellite dish. Particularly at this time of the year for northern states, you'll want to be sure your receiver antenna remains free of snow and debris. It's not unusual for us to receive a call about signal trouble, only to learn a bee's, wasp's or bird's nest is blocking the feed horn. So one easy step to avoid this problem is to check the Eb/N0 (the energy per bit to noise power spectral density ratio) reading off your receiver. It's actually displayed on the main page of the User Interface as both the current value and the high-to-low range. In addition to the UI, you can also use your internet browser to browse to the receivers home page (i.e. 10.20.30.100) and click on "15-Minute Receiver Summary."

Since the AMR-100 will happily operate in internet-only mode, it's a good idea to periodically check the Eb/N0 to make sure you're not having reception problems.

And You Can Compare

By the way, you can always compare your receiver's performance to several around the country. Go to this site to check out how other antennas are faring: <http://amb-os.com/receivers.html>.

a **RADIO**
will **CHANGE**
his **LIFE**



FAST FACTS: HCJB GLOBAL

- > The global ministry, once called HCJB World Radio, serves with global partners as the "voice" (radio) and "hands" (healthcare) of Jesus.
- > Each day, listeners of nearly 1,000 radio outlets hear "Beyond the Call" (1:00) with Ron Cline and Wayne Pederson. The program challenges audiences to go beyond the status quo and reach out to those around them.
- > Just last year, HCJB Global sent 10,920 solar-powered, fixed-tuned radios to nine countries so that more people and villages could listen to partners' radio stations and learn about Jesus.
- > Their ministry has made it possible for millions to hear the gospel via broadcasts from nearly 400 partner stations in about 100 countries.

Learn more at hcjb.org and follow them at twitter.com/hcjbglobal.

A Crowning Achievement

NEW RADIO SPECIAL FROM
LIFE ISSUES INSTITUTE



A special edition for a New Year

What mom or dad of a high school student doesn't wish for their child the best possible experience—to be well-liked, popular, part of the “in crowd?” To be a parent of a teen with Down syndrome may mean your child is “special” but it doesn't guarantee any of those parental hopes.

Acknowledging that every life is sacred, Brad Mattes turns the pro-life message to a unique focus, bringing listeners two stories in one . . . in fact, two “crowning achievements!”

It's not only a wonderfully encouraging recognition of valuing every life . . . Brad also introduces us to Down syndrome in a way you may not ever have imagined. You'll be cheering along with the students who crowned their very special prom king and queen.

“A Crowning Achievement” (26:00) is this year's special edition from Life Issues Institute, created especially for airing, coinciding with “Sanctity of Life Sunday” (January 22).



“You don't want to miss this heartwarming example of high school students at their best! ”

BRAD MATTES
Executive Director of
Life Issues Institute
and speaker for the
daily short feature,
“Life Issues”



It's the sanctity of life—as a crowning achievement!

Contact KiYong@ambaa.com for Amb-OS or FTP delivery of the special and full details.



LIFE ISSUES INSTITUTE, INC.

December dates



While in SoCal, delighted to welcome Byron Paulus, Executive Director of **Life Action Ministries**, and hear more about a new project called "OneCry." Joining him were Aaron Paulus and James Poole.



We enjoy guests in the studio—this time it was J.C. engineering for a booktrack with author **Camille Franzese** and her husband, Michael. Watch for her book titled, *This Thing of Ours—How Faith Saved My Mafia Marriage*.

Gary Stephens (no, that isn't a typo—that is Don's brother, also serving **Mercy Ships**!) encouraged us tremendously in staff devotions.



When **Nancy Leigh DeMoss** went to Lancaster PA, we made sure we had an Ambassador rep there. (Well, OK, Michelle Blood also lives in the area now!). Joining them are great NRB friends Paul & Sylvia Hollinger and Doug Myer, GM at WDAC-FM.

A special holiday treat is visiting the local (about two blocks away!) "Operation: Christmas Child" project—and hearing from **Franklin Graham** firsthand.

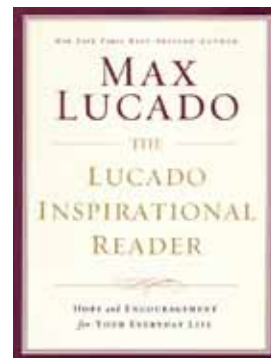
Commencement speaker for **Azusa Pacific University**, Peggy addressed 700 graduates in December.

It is with great pleasure and honor that the Ambassador family shares in the announcement of Peggy as the newly-appointed Chair of the Board of Trustees for Azusa Pacific University under the leadership of President Jon Wallace. She will be the first woman to hold the position of Board Chair!

new year new reads



1. *365 Ways to Organize Everything* is the new title from **Emile Barnes** ("Keep It Simple") and co-author Sheri Torelli. Emile's unfailing cheerful outlook at everything (even the messes!) makes this yet another encouraging read.



2. *The Lucado Inspirational Reader* brings 25 years of **Max Lucado's** writing into one volume. Subtitled "Hope and Encouragement for Your Everyday Life," the book gathers together some of Max's most memorable one-liners, paragraphs and stories.

new (and now) on-air

ALL-NEW “BREAKPOINT THIS WEEK” in 2012

Following the impactful “Doing the Right Thing” special radio series, the “BreakPoint” team is moving forward with a new format for the weekend edition of the broadcast.

Each week, **Chuck Colson** and **John Stonestreet** (“The Point”) will tackle insightful exchange with some of the most engaging authors and worldview thinkers on the scene. Upcoming guests include Jack Abramoff, President Jimmy Carter and Ravi Zacharias. Every weekend will be a new dialog that will help listeners dig deeper into the impact of a Christian worldview in today’s culture.



BreakPoint This Week (25:25); delivered via Amb-OS; contact jennifer@ambaa.com for the weekend clearance. And if you don’t already air “BreakPoint” (4:00 M-F with Chuck Colson) or “The Point” (1:00 M-F with John Stonestreet), ask for auditioning from Jennifer as well!

FAMILYLIFE’S “FINALLY HOME TO FAMILY”

As 40,000 troops return home from Iraq, this continues to take a death toll rarely reported—a death toll on marriages. Since 2001, the divorce rate among military marriages has risen 42%. FamilyLife wants to help . . . and so can you.

Launching in January, the ministry’s *Finally Home to Family* campaign—in partnership with award-winning Christian group, MercyMe—offers scholarships for military couples to attend their choice of a **Weekend to Remember** getaway or an **Art of Marriage** video event. Just a simple gift of \$10 can provide much needed marriage help to one military couple.



To find out how you can lend a hand in communicating this opportunity to your listeners, contact Michelle Blood (michelle@ambaa.com) for your Finally Home to Family media kit (includes PSAs, on-air talking points, web banners, Facebook and Twitter scripts). More information is also available at FinallyHometoFamily.org.

SANCTITY OF LIFE

Leading up to Sanctity of Life Sunday (January 22), “Revive Our Hearts” will dedicate a week’s programming to sharing the story of Jennifer Smith. At age 16 Jennifer gave a high school speech denouncing abortion and yet, a few years later she aborted her child. How does a model student who knows right from wrong get into such a mess? Jennifer will tell host **Nancy Leigh DeMoss** her story of God leading her from a place of despair to a fruitful life counseling other women considering abortion. “Finding True Life After Abortion” airs January 16-20. Visit reviveourhearts.com for more details.



“ . . . and from that point on I was committed to the teeth to preserve those unborn children . . . and I still am today.”

—Dr. Dobson, recalling how his pro-life views were heavily molded by conversations he had with his father during the college years.

(Air a :90 Sanctity of Life PSA from Dr. Dobson — email lee@ambaa.com for details.)





WE CONNECT. MINISTRY AND MEDIA. JOIN US!

WAYNE PEDERSON



JOHN STONESTREET



LOOK WHO

is already planning to attend this year's convention in Nashville (February 18-21). We're pleased to host many in our Ambassador family of speakers for special "meet & greet" sessions on **Monday (2/20)** in our Hospitality Suite (Presidential Boardroom A). They include:

Wayne Pederson (HCJB Global)—9:00AM

John Stonestreet (The Colson Center)—10:00AM

Dennis Rainey & Bob Lepine (FamilyLife)—11:00AM; *Don't forget FamilyLife's Game Night on Monday night at 9:00PM (in Bayou E)!*

Vonette Bright (Campus Crusade)—11:00AM

Charles Morris (HAVEN Today)—1:30PM

Nancy Leigh DeMoss (Revive Our Hearts)—1:30PM

Brad Mattes (Life Issues); —1:30PM

"Hymn Sing" with **Joni Eareckson Tada**—5:00PM

BOB LEPINE & DENNIS RAINEY



VONETTE BRIGHT



CHARLES MORRIS



NANCY LEIGH DEMOSS



BRAD MATTES



JONI EARECKSON TADA



MAX LUCADO



LUANNE CRANE



You'll have the opportunity to connect with folks from **The Heritage Foundation** (Family Facts) and **LuAnne Crane** from Family Talk. Plus, **Max Lucado** (UpWords) is NRB keynote speaker Monday at 7:00PM.

WHAT ABOUT YOU?

This year I _____ be going to NRB because _____ (#1—will/won't).

_____ (#2). When I travel, I always pack _____ so that I can _____ (#3) _____ (#4).

Though Opryland is grand, I'd love NRB to meet next year in _____ (#5). I would love to spend a few minutes with _____ during the Convention. One thing I wouldn't miss at NRB is _____ (#6). Of course, a trip to NRB wouldn't be complete without stopping by the Ambassador Hospitality Suite so I can get _____ (#7) ... and to say "hello" to _____ (#8) _____ (#9), of course!

↪ FILL IN THE BLANKS!

Whether you're planning to attend NRB or not, we want to help you add to your library. Send your 9 fill-ins to peg@ambaa.com and you'll be entered to win an Amazon gift card. All entries must be received by January 20th.

LAST MONTH'S WINNERS: *Congrats to last month's "Merry Tunes" winners who each received an iTunes gift card: Dave Armstrong (Salem San Diego), Jodi Fuerstenberger (Compassion), Sondra McNelley (KCMH), Glenn Price (YWAM) and Dave Woodworth (Moody Radio).*

What's your favorite Bible Verse?

As we reflect on Ambassador's new verse for the year (see back page), we've asked several to share a significant verse of Scripture in their own life . . .

Phillipians 4:8 is very meaningful to me because it outlines the important work that WAY-FM radio stations are doing every day.

Bob Augsburg, WAY Media

I'm sticking with the blessed promise of the gospel that saved me in John 3:14-16: "As Moses lifted up the serpent in the wilderness, so must the Son of Man be lifted up, that whoever believes in him may have eternal life. For God so loved the world, that he gave his only Son, that whoever believes in him may have eternal life."

Travis Allen, Grace to You

Luke 1:46-48 . . . And Mary said, "My soul magnifies the Lord, and my spirit rejoices in God my Savior; for he has looked with favor on the lowliness of his servant."

Mike Shields, Salem San Francisco

If I had to pick one verse (actually two) it would be Proverbs 3:5 & 6. But another favorite (and it's kind of fun) is Proverbs 14:4. Another passage I have liked for a long time is Psalm 71:17 & 18. As I become "old and grayheaded" this passage takes on added significance for me.

Rich Bott, Bott Radio Network

"My heart is changed within me; all my compassion is aroused." Hosea 11:8

David Dahlin, Compassion International

My life verse is Luke 1:37 – "For nothing is impossible with God."

Alice Knighten, Blue Ridge Broadcasting

After coming to Christ nearly 40 years ago, and spending over 32 of those years in Christian radio, I am continually reminded of my own inadequacy to accomplish anything apart from Christ. Jesus was very clear in John 15:5 when He said "I am the vine; you are the branches. If a man remains in me and I in him, he will bear much fruit; apart from me you can do nothing." Anything I try to do—professionally or personally—must be the result of Christ flowing through me by the Holy Spirit, or it will ultimately come to nothing. But of course, on the positive side, it is wonderfully reassuring that anything undertaken as initiated by His prompting will indeed bear much fruit. "The one who calls you is faithful and HE will do it!" (1 Thessalonians 5:24)

Ken Andrews, KJOL Radio

— updates —

The AAA team has so appreciated working closely with **Ron Walters**, we felt a corporate "salute" was appropriate as he shifts to the role of Senior VP of Ministry Relations at Salem Communications. Meantime, **Chris Gould** moves from Tampa to Camarillo, serving as new VP of National Program Development. We wish God's best for both these friends!

Long a part of the Moody Radio team, good friend **Scott Keegan** has recently moved out into his own endeavor, continuing to serve Moody on a project basis and consulting on other radio and television broadcaster-related projects. You can reach Scott at scott@jskmedia.net.



— meet sheri cooper —

. . . altho if you've called Ambassador even once, you've probably already had a conversation with her! While Anna Sinclair is out for maternity leave (stay tuned—we'll let you know more when that happens!), Sheri is stepping into the role of Promotions Coordinator.



Her history with Ambassador is long and deep—so we're confident you'll find your every need met as you call for promos, or any other concerns. You can reach her at sheri@ambaa.com. Meantime . . . thought you might like to know this about Sheri:

Kids/grandkids? I've been very blessed with 3 children and 7 grandchildren. All the joys of my life!

Life verse? I love Psalm 139. It reminds me that God has been there from my beginning, and always will be.

Spare time? I love spending time with my grandkids, and also enjoy reading and quilting. Walking along the beach in winter is one of my favorite things to do.

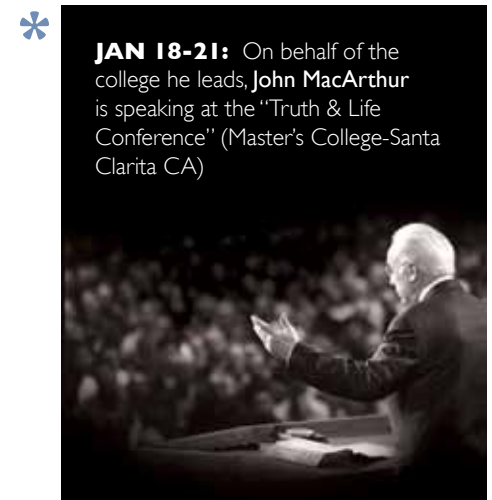
What makes you laugh? "I Love Lucy" reruns! I watch them over and over.

Any New Year's resolution? I usually don't make them, but I want to read through the New Testament again, so I guess that will be my resolution this year.

Favorite book or author? One I just re-read for the third time, is a Christian historical fiction series by Gilbert Morris called the *Wakefield Dynasty*. I enjoy any historical fiction, but especially Christian historical fiction.

— january dates —

✳ **JAN 15:** Anne Graham Lotz is in Lakeland (FL) to speak at the First Baptist Church



✳ **JAN 31-Feb 3:** Joni Eareckson Tada speaks at the Kingdom Advisors Conference (Orlando FL)



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for 2012...

**"Give praise to the LORD,
proclaim his name;
make known among the nations
what He has done."**

ó Psalm 105:1

A VERSE A YEAR

... about two decades ago, someone encouraged me to consider choosing a verse each year (in addition to a life verse). The time spent devoted to seeking the Lord's direction each December is such a rich experience—I can't recommend it highly enough. About ten years ago, we initiated the same exercise for Ambassador. Our team participates in submitting suggested Scripture and then a final vote is taken. It's a challenging task to choose just one when there are so many appropriate and powerful verses. But Psalm 105:1 was a clear choice for this new year. —Peggy Campbell

If you have chosen a verse for 2012, will you let us know? We'd love to share that information at our website along with the good Scriptures on Page 7 inside. [Email peg@