



AMBASSADOR

WE CONNECT. MINISTRY AND MEDIA.



familyfacts.org

Did you know 41% of children are born to single moms?

The percentage of children born outside of marriage has skyrocketed, with a six-fold increase since 1960.

Beginning Monday, April 4: **“FAMILY FACTS”**

Launching a new daily 1:00 feature, The Heritage Foundation is bringing its longtime commitment to traditional family values to Christian radio listeners.

Each day's feature will relate a current fact that will help audiences understand why family and religion are foundational to American freedom and the common good.

To audition a sample, or confirm release for your market, contact KiYong@ambaa.com.



did you know?

Ready for National Day of Prayer

This year's honorary chairman for the National Day of Prayer is **Joni Eareckson Tada**. Grateful for three remarkable women—Joni, NDOP founder; Vonette Bright, and current Chairman, Shirley Dobson.



Keep It Simple — together!

New from **Emilie Barnes** ("Keep It Simple") is a devotional she's written with her favorite person—husband, Bob! It's called "Together Moments for Couples."

Calling all phlebotomists!*

That's one of the many positions available for 2011 field service aboard **The Africa Mercy** as the crew ministers in Sierra Leone this year. Check the ministry website for a full list. (*A phlebotomist is simply someone who draws blood.)



Top recognition

Elizabeth George has been named one of the "Top 20 Authors for 2010" by the Evangelical Christian Publishers Association. *Don't miss the Mother's Day special with Liz and special guests this May!*

Eyes toward the Middle East

There are **over 1.35 million weekly listeners** to HCJB Global's Arabic-language shortwave and satellite radio broadcasts and at least another 117,000 hits per week on the satellite station's website. Thanks for joining in prayer as this area of the world continues in turbulence.



New to the Amb-OS Family!

We're thrilled to announce four new additions to the array of programs now available from Amb-OS. We're pleased that the superb and biblically-sound teaching ministry of Alistair Begg is available via your AMR-100!

Truth for Life, began transmission just before the NRB convention. At that time, we permissioned all the existing Truth for Life stations. So, if you're a TFL affiliate, check your User Interface in the "SHOW APPROVED PROGRAMS" to confirm you're receiving the broadcasts. If not, browse to our permission portal to add the program: http://www.amb-os.com/new_new.html. The versions available are the daily (and promo), weekly (and promo) and weekly overview promo.



Don't be Left Behind! We're pleased to announce that the popular and highly acclaimed serialized radio dramas of the **Left Behind** books are now available on Amb-OS. Each episode represents the highest quality broadcast production and remains true to the series which has sold more than 65 million copies. *Left Behind* is available in a Monday through Friday permission as well as weekly. Simply come by our Web portal to indicate your interest in either (or both) editions for immediate permissioning!



Also new to Amb-OS are programs from The American Policy Roundtable: **The Public Square**. The primary broadcast is 55 minutes and centers attention on how to live out a biblical worldview in light of our nation's public policy. Expert leaders gather each week, hosted by David Zanotti and Wayne Shepherd. Their two-minute edition is also available from Amb-OS and listed on your permissions page.



Of course, be sure to request permission for **Family Facts**, the new one-minute feature mentioned on the cover of this edition, a production of The Heritage Foundation. Each feature highlights a current family fact that connects the importance of family and religion with American freedom and the common good.



BRAD MATTES
LIFE ISSUES
lifeissues.org

fast facts

Institute Tagline

Serving the Educational Needs of the Pro-Life Movement

First Broadcast

11/25/91—with the Insitute's founder; Dr. John C. Willke. Brad Mattes took over the post in 2003.

Awarded

2010 Emmy Award for their television program, *Facing Life Head-On* in the category of Interview and Discussion

Resources Available

"*Truth Unmasked*"—the pro-life message created for teens; pro-life e-cards; indepth info on public policy.



{ We're serious. You take the photo, we put it in *Update*. BTW—that's **Michael Easley**, currently teaching pastor at Fellowship Bible Church (Brentwood TN), behind the Foster Grants . . . and that's not Nashville, it's Vail! Cool!
Be the first to share where you've been lately to peg@ambaa.com to win a jacket! }



See who stopped by!

a) The goal? To serve the impoverished children of this world, whether Compassion or World Vision—which is where AAA’s good friend **Roger Flessing** serves as VP for Advocacy & Communications. He’s a good sport, too!

b) **Charles Morris** uses Ambassador’s studio to record a series on “HAVEN Today” called “A Terrorist Meets Jesus.” Pictured with Charles is Afshin Javid—who shared his amazing story of going from a terrorist to a Christian pastor.

c) Great to welcome **Brad Bright** (middle) to AAA and spend a few minutes reflecting on the incredible legacy of godly parents, Bill & Vonette Bright. And, extra delight that **Jon Fugler** (GM-KLFF/San Luis Obispo) joined us—especially as Jon leaves his long years in station leadership to support HCJB Global in donor development next month!

d) Nothing like two teams brainstorming to get the juices flowing! It was the crew from FEBC (**Dave McElwee, Gregg Harris, Dean Swartz, Colette Smith, Brandi Lauber** and **Sandy Wilson**) with the familiar AAA faces :-).

e) Welcome, **Bob West**—who came that way (from Colorado Springs) where he serves as Operations Director at “Family Talk.”



“A man without ethics is a wild beast loosed upon the world.” —Albert Camus



The Chuck
Colson Center[™]
FOR CHRISTIAN WORLDVIEW

Doing the Right Thing ...

Speaking to a SRO crowd at Biola University (La Mirada CA), Chuck Colson launched his national tour for a new six-part video series entitled “Doing the Right Thing.” Joined in So Cal by John Stonestreet (new speaker for “The Point” and Executive Director of The Colson Center) and several others who appear in the videos, the one-day session was anchored by KKLA host Frank Pastore.

For more details on this outstanding project, go to DoingTheRightThing.com.

“Doing the Right Thing” events continue nationwide in these locations:

Dallas TX (March 26)
Denver CO (April 7)
Minneapolis/St Paul (April 9)
Chicago IL (May 7)



Chuck Colson is joined by John Stonestreet, the new speaker for “The Point.”



Alan Terwilleger, Senior Vice President for The Colson Center pictured here with Evelyn Gibson and Carolyn Kim.




REVIVE OUR HEARTS

A Very Special Easter Series

Entering the Lenten season, **Nancy Leigh DeMoss** begins a series on “The Incomparable Christ,” the J. Oswald Sanders Christian classic (and the theme for 2011 calendar). A special “Revive Our Hearts” edition of the book will be made available as listeners are encouraged to study along for a life-impacting 40 days leading up to Easter.

For more information on the series, check the ministry website, or contact jennifer@ambaa.com.

THE INCOMPARABLE
Christ




FAMILYLIFE TODAY

LIVE Challenge for Change

Providing listeners with real-life testimonies on how the ministry is impacting marriages and families, “FamilyLife Today” will broadcast “LIVE” later this month with **Dennis Rainey** and **Bob Lepine** in-studio (March 30-April 1).

It’s their now-annual series event with this year’s theme “Change a Home / Change the World” and features a challenge to listeners to start a grass roots movement in their own community.

For details, contact michelle@ambaa.com.



UPWORDS

Max (Lucado) on Life LIVE

Listeners nationwide will have the rare opportunity to speak with beloved author and “UpWords” speaker, **Max Lucado**, when a LIVE radio special is released on Saturday, May 21st. From New York City, Max will be interacting with listeners and a few special guests to share his inspiring insights on hope, hurt, haves & have-nots . . . and the hereafter.

Watch for more details in the Ambassador communiques—or contact kiyong@ambaa.com.



AND THE GRAMMY GOES TO ...

Recognizing his longtime contribution to the music that made every Billy Graham Crusade a moving experience, **George Beverly Shea** was honored recently with a Lifetime Achievement Grammy.

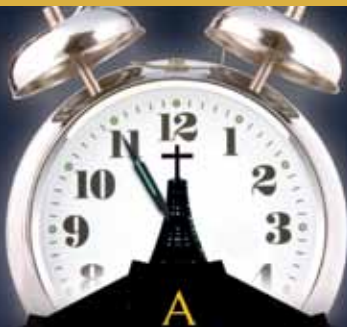
In receiving the award, the beloved singer noted:

“ I am so thankful that at my age the Academy has given me this special tribute, and was surprised and humbled by their action. I thank God for giving me so many years of musical ministry, and am grateful for the countless opportunities around the world to sing about our Precious Lord. ”

Born in 1909, at 102 years of age Mr. Shea became the oldest artist to ever receive a Grammy.



TEN YEARS SINCE 9/11



WAKE-UP CALL

For God's People

For many of us it seems like “yesterday” though this September marks a decade since the terrorist attack on our country. It was a time when the national attention turned to prayer and a reminder that only God is invincible.

Marking the anniversary, **Anne Graham Lotz** and **Joel Rosenberg** will share in “A Wake Up Call for America” – a two-hour LIVE broadcast airing on 9/11/11. Worship will be led by Selah to further the evening’s inspiration.

Watch for more details this summer and ... plan to participate in this very impacting nationwide release!

What is your favorite childhood storybook?

This month marks the birthdate of Theodore Geisel ... and the wisdom of Dr. Seuss got us thinking of our own favorite children's books. Here are a few votes. Post your favorite at our website!



"My favorite book was **Green Eggs and Ham**. I loved the crazy places and ways Sam I am showed up and asked Would you? Could you?"

Bob West
Operations Director for Family Talk



"I'm one of those guys who doesn't remember a ton about my childhood. The earliest book I remember enjoying was the **Curious George** books, probably just because the monkey was cute. Maybe I wanted to be a safari guide or a zoo keeper at one point."

Luke Stephens
General Manager for WAY Radio

"I meant what I said and I said what I meant."



"In 1960, age 5 (had my 6th birthday in the hospital) I had Rheumatic Fever and was not expected to live. During my 3 month stay in the hospital **Pinocchio** was read to me many times and I was told that, like Pinocchio, I could grow up to be who my Creator envisioned me to be."

Steve Cross
Director of Marketing for NRB

"Loved **Huck Finn**. Have wanted to float the Mississippi on a raft ever since! Tried to take a trip down the Mississippi a couple summers ago. Found out they don't just let anybody rent a boat and go on it."

Jim Garlow
Speaker for "The Garlow Perspective"



"Today was good. Today was fun. Tomorrow is another one."



"While my mom worked, my Grammie, who lived with us, often read to my sister and I the abridged story of **Heidi**, and I think it was my favorite, because she found something, yes someone, in her little attic alcove amongst the whispering pines and starry night."

Sharon Malone
Operations Manager at WSEW/WWPC

"A person's a person, no matter how small."

Special Delivery! Not to be outdone by last month's honoring of the Boy Scouts ... meet **Jessica Perez**, our own Ambassador Girl Scout Cookie Merchant — and daughter of Jennifer who has been part of the team at AAA for 17 years(!).

BTW ... we have it on good report (over 70 boxes distributed here) ... Thin Mints remain #1 favorite for most of America!



Celebrating 25 years of educating dedicated young men and women, **John MacArthur** speaks on behalf of The Master's Seminary at their banquet at the Ronald Reagan Library.

MARCH 4



On March 4th & 5th, **Anne Graham Lotz** travels to Naples (FL) for the Coral Ridge Presbyterian Church (pastored by her nephew, Tullian Tchividjian) Women's Retreat.

Joni and Friends has been looking forward to this! Wheels for the World heads to the Dominican Republic!

MARCH 5-13

In June, **Franklin Graham** brings a Festival for the Spanish-speaking community in Los Angeles. But first ... Monrovia, Liberia later this month.

MARCH 25-27

Next Month, Churches nationwide will focus on the needs of children in poverty on **Compassion Sunday** (April 10).





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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

Report from Lancaster, PA:

Ambassador's Michelle Blood said, "My husband and I attend FamilyLife's marriage getaways regularly but The Art of Marriage has us even more committed to make our marriage a true reflection of the Gospel."



Report from Trabuco Canyon, CA:

"The best part about AOM was the centrality of the Gospel and its practical, daily application in relationships," said Ambassador's Robert Jacobsen, who also pastors a local church.



the art of marriage™

On 2-11-11, hundreds of sites across the country (many hosted by station partners) greeted couples for the premiere of FamilyLife's new video conference "The Art of Marriage." Here's a sample of the overwhelming feedback we're hearing (plus see comments from our staff with the photos above!) ...

SHE SAID: "Many couples feel that if it ain't broke, don't fix it. There's not any reason why the happiest couple to the one in the most trouble should not attend. This was a do or die weekend for my marriage. I have been truly blessed!!"

HE SAID: "This has made a difference in my life and it probably saved our marriage. I'm so very thankful for that. I will fight for her and our family. THANK YOU!!"