



MAIN STREET NEWS

SIoux FALLS,

October 2019

Someone you should know:

Chad Zinnel

Before Chad Zinnel became the Business Manager for the South Dakota District LCMS, and before he met his lovely wife, Mary Ann, he worked for an accounting firm. He had never been employed by a television station or even worked around television production. Shortly after Main Street Living started airing across South Dakota the word went out for a film editor to prepare the program for broadcast. Not having any prior experience, Chad volunteered to fill the need, knowing he would need to be self taught to do the job. He not only learned how to edit, but learned it well.

The call then went out for a person to be in charge of taping the pastor presentations. Again, Chad stepped up and volunteered knowing he had no previous experience in video production. To this day, Chad does all the video production for South Dakota Main Street Living. He has created several exclusive procedures that are a part of every program. Chad figured out how a deaf interpreter could be added by using a picture-in-picture format, thus opening the ministry for the entire deaf population. He then developed a means of displaying the words of the Confession, Creed, and Lord's Prayer on the screen while the pastor recited them in their presentation.

Now, Chad is planning to be on the trip to the Holy Land with Pastor Nour. They are planning to document their visit and once they return, Chad will produce a one-hour documentary which will air on the entire network on Palm Sunday, 2020. How will Chad will use his talents and dedication in the future, God only knows, but Chad is the poster child for the old saying:

**God doesn't call the qualified,
but qualifies the called.**

Something to think about

For 17 plus years, Main Street Living has been ministering to the people of South Dakota. The original intent was to be able to offer a program that was entertaining and informative, followed by a real worship service presented by a pastor from the area of the Lutheran Church-Missouri Synod. The worship would need to have a very distinctive Lutheran look and a Gospel centered message. In the beginning the assumption was this would be a service for the shut-in community only. Then the evolution began.

We received many notes and letters over the years, a majority were from people who could no longer attend worship with their congregation and praised the program for delivering a Word based message on a consistent basis, on a local television station. But then we started hearing comments about other than Lutheran shut-ins were also watching the program. Some were from members of different denominations. Some were from people outside the broadcast area. Others were from viewers who had been faithful in church attendance, but had fallen away from corporate worship.

The questions are these: How could a television ministry that was started by a group of laymen who had no experience in broadcasting, put together meaningful worship experience which would appeal to such a diverse audience? How did this evolve into a ministry that reaches many people outside the intended audience? How long will this ministry last?

The answers are, God only knows. It is the same response which Rev. Vern Schindler, then DP of the South Dakota district shared before the first episode aired. Amid several setbacks in establishing the program he simply stated:

"If God wants this to succeed, it will succeed, if not, it won't".
On other words, this is out of our hands, but not our hearts.

Sioux Falls- KDLT/Rapid City-KEVN

- Oct. 6-Rev. Robert Hinckley-Zion Lutheran-Chamberlain, SD
- Oct 14-Rev. Marcus Ring-St. John's Lutheran-Gregory, SD
- Oct 21-Rev. Randy Strutzenbecher-Divine Shepherd Lutheran-Black Hawk, SD
- Oct 27-Rev Gregory Seltz-Executive Director of Lutheran Center for Religious Liberty for LCMS In Washington DC

Check local listings for time and channel in your area

Fargo — KVRB/Bismarck-WDAY

- Oct 6-Vicar Richard Daly-Bethel Lutheran-Bismarck, ND
- Oct 13-Rev. Lester Wolfgram-Shepherd of the Valley Lutheran Church-Bismarck, ND
- Rev. Zelwyn Heide-Redeemer-Grassy Butte & St. Peter Lutheran -Belfield, ND
- Oct 27-Rev Gregory Seltz-Executive Director of Lutheran Center for Religious Liberty for LCMS In Washington DC

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Duluth-KBJR

- Oct 6-Rev. John Bonk-Shepherd of the Lake Lutheran Church-Two Harbors, MN
- Oct 13-Rev John Bonk-Shepherd of the Lake Lutheran Church-Two Harbors,
- Rev Matt Kohl-Our Redeemer Lutheran church-Cloquet, MN
- Oct 27-Rev Gregory Seltz-Executive Director of Lutheran Center for Religious Liberty for LCMS In Washington DC

Sioux City-KCAU

- Oct 6-Rev Dave Loeshen-Our Savior-Denison & Bethlehem Lutheran, Dow City, IA
- Oct 13-Joshua Keinath-Zion Lutheran-Denison, IA
- Oct 20-SMP Jon Jacobson-Our Savior-Denison, IA
- Oct 27-Rev Gregory Seltz-Executive Director of Lutheran Center for Religious Liberty for LCMS In Washington DC

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Lincoln-KLKN

- OCT. 6-Rev. Gideon Pullman-Zion Lutheran-Tobias, NE
- Oct. 13-Rev. Matthew Koterba-Zion Lutheran-Jansen, NE
- Oct. 20-Rev. Clint Poppe-Good Shepherd-Lincoln, NE
- Oct 27-Rev Gregory Seltz-Executive Director of Lutheran Center for Religious Liberty for LCMS In Washington DC

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Twin Cities-WFTC

- Oct 6-Rev. Martin Schoenfeld-Rose of Sharon Lutheran Church-Cottage Grove, MN
- Oct 13-Rev. Jim Bender-Trinity Lutheran, Hudson, WI
- Oct 20-Rev Keith Brustuen-St Paul-Montivedio, MN
- Oct 27-Rev Gregory Seltz-Executive Director of Lutheran Center for Religious Liberty for LCMS In Washington DC

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This is the Life

October 6-This is the life-"The Missing Ingredient"-Bob (Jack Nicholson) and his fiancé'e Lynn (Susan Crane) are planning their wedding when she overhears her parents planning to separate after the wedding. Suddenly, Lynn has reservations.

October 13-This is the Life-"The Visitation"-Pastor Andrew Burdick (Dick Sargent) is having problems keeping his congregation together. Bishop Smith (Parley Baer) visits him to identify some troubling leadership spots and to renew faith in his ability to get things done

October 20-This is the Life-"Happiness is Dirty Hands"-School teacher Kent (Daniel Travanti) lives and teaches High School in a troubled metro area. The decision for him and his wife (Ann Whitfield), to live in a poverty area and is troubling their marriage. Kent's friend Art (Mike Farrell) offers some help.

October 27-This is the life-"Destination Unknown"-Paul Werner (Leonard Nimoy), a nuclear Scientist. Plans to reject American values and defect to the Soviet Union. He reconsiders when he has a conversation with a Pastor and an airline stewardess.