



MAIN STREET NEWS

SIoux FALLS, SOUTH DAKOTA

January, 2020

A Time for New Challenges

This is the time of year when we celebrate how God has blessed us, and how we can proceed in His Grace. The goal is to build on what He has done and how to proceed from here. We need to determine what the ultimate goal is. As I look to the future I see the current ministry as a ministry that has many boundaries. We are bound by the broadcast areas of the stations. We are restricted by the funding of several locations. The format is expensive and requires an extended staff, and is restrictive in the audience it serves. However, it is very effective when the people are aware of it. But, here do we go from here.....?

Only God knows

Currently we broadcast in all, or portions of 6 LC-MS districts. The first priority will be to better serve two of those districts, Iowa West and Nebraska so the entire district is served. Portions of Wisconsin and Michigan are also receiving the program

due to television signal spilling over into their area from the Twin Cities and Duluth, but developing a new ministry in these areas may be a year or two away. Expansion will happen when the existing areas become solvent in their funding.

Main Street Living exists to provide a worship experience to people who cannot or do not attend services on a regular basis. This will not change. We will continue to serve this area where 800 LC-MS congregations are located. Once we fully serve Iowa West and Nebraska we will serve about 1200 congregations.

One future possibility could be to stream a program that would be available nationwide. Services like You Tube, Hulu and Sling may be the vehicle to spread the word even world wide. If that were the case, our existing network would need to be responsible for the initial funding of this type of delivery. It is a great opportunity, but if and when it will happen.....?

Only God Knows

Regionally Recognized

Main Street Living is one ministry with six locations. Each of these locations is also a "stand alone" ministry in the fact that pastors from each broadcast area present the message. The common thread is preaching of the true Gospel using the doctrine and beliefs of the Lutheran Church-Missouri Synod. It is because of this relationship the program needs an apparent commonality. Even though there are six different messages aired in six locations each week, they are based on the same scripture readings that are used in LC-MS churches each Sunday. The need for universal identification is important since it is a demonstration of solidarity in presenting the true Gospel, as presented by the Lutheran Church-Missouri Synod. Whoever is presenting the message, you can be assured it will be a true representation of what God tells us through his Word, the Bible. It is a message that will be presented in the same way wherever this program airs. Much like our God who never changes. He is "the same yesterday, today, and forever".

Where do I go....?

In a world that is desperately in need of God's guidance in our daily lives, making that available to all is a difficult task. Part of the Main Street Living Mission Statement is "to present an evangelistic ministry that invites those who cannot or do not attend church on a regular basis". The program airs on Sunday morning when many are attending church. They are not our target viewership. Many have recorded the service, but many more go unserved by this ministry. For a year now we have been posting the service that airs from each location, on the web site: www.mainstreetliving.com. But there is much more on the web site. You can see and hear the Main Street Living choirs, you can view an array of special music, This is the Life episodes are posted each week, you can learn about the development of the program, and yes, you can even make a secure financial contribution. Check it out: Thousands have.

www.mainstreetliving.com

We think you will find it interesting and inspirational.

LOCALLY PRODUCED • REGIONALLY RECOGNIZED • WITH A MESSAGE FOR THE WORLD

Sioux Falls-KDLT/Rapid City-KEVN

- Jan 5-Rev. Jeff Walther-St Elizabeth Lutheran-Esco, MN
- Jan 12-Rev. Mark Moss-Mt. Calvary LC-Burnsville, MN
- Jan 19-Rev. Jonathon Riggert-Trinity Lutheran-Cherokee, IA
- Jan 26-Rev. Adam Welton-St. Peters LC-Wentworth, SD

Check local listings for time and channel in your area

Station call letters will vary throughout the area

Fargo-KVRR/Bismarck-WDAY

- Jan 5-Rev. Bernie-Setter-Tri parish-North Dakota District
- Jan 12-Rev. John Baumgardner-St. John-Red Lake Falls, MN
- Jan 19-Rev. Michael Suelzle-Tri parish-North Dakota District
- Jan 26-Rev. Thomas Puffe-Dual parish-Minnesota North District

Check local listings for time and channel in your area

Duluth-KBJR

- Jan 5-Rev. Jeff Walther-St. Matthew Lutheran-Esco, MN
- Jan 12-Rev. Robert France- Mt. Olive Lutheran-Duluth, MN
- Jan 19-Rev. Tim Ludwig-Peace in Christ Lutheran church-Hermantown, MN
- Jan 26-Rev. Jeff Walther-St. Elizabeth Lutheran-Esco, MN

Check local listings for time and channel in your area

Station call letters will vary throughout the area

Sioux City-KCAU

- Jan 5-Rev. David Doellinger-Trinity Lutheran-Marcus, IA
- Jan 12-Rev. Paul Flo-Hope Lutheran- So Sioux City, NE
- Jan 19-Rev. Jonathon Riggert-Trinity Lutheran-Cherokee, IA
- Jan 26-Rev. Michael Awe-Trinity Lutheran Church-South Sioux City, NE

Check local listings for time and channel in your area

Station call letters will vary throughout the area

Lincoln-KLKN

- Jan 5-Rev. Dan Wiese-St. Paul Lutheran-Holdrege, NE
- Jan 12-Rev. Stuart Freese-Grace Lutheran-Fairbury, NE
- Jan 19-Rev. Ryan Matthais-Concordia Univ.-Seward, NE
- Jan 26-Rev. John Cotton-Christ Lutheran-Nebraska City, NE

Check local listings for time and channel in your area

Station call letters will vary throughout the area

Twin Cities-WFTC

- Jan. 5-Rev Timothy Lamkin-Shepherd of the Grove LC-Maple Grove, MN
- Jan. 12-Rev. Mark Moss-Mt. Calvary LC-Burnsville, MN
- Jan. 19-Rev. Tom Gundermann-Concordia Univ. St Paul, MN
- Jan. 26-Rev. Kurt Weber-Golden Valley LC-Golden Valley, MN

Check local listings for time and channel in your area

Lutheran Hour Ministries

January 5, 2019-10:00 -This is the Life-This episode “A Friend in Deed” explores the Christians duty to forgive those who have done us wrong

January 12, 2019-This is the Life-This award winning program is in black and white. The “God of Live” illustrates that we, as Christians, all have responsibilities. It is a cross we bear

January 19, 2019-This is the Life-Children can be a very effective witness. This episode, “Adrift”, discusses the effectiveness of children who witness for Christ.

January 26, 2019-This is the Life-This black and white presentation deals with making opportunities from problems. The program is called “The Hand of God”.