

# *Main Street Living*

*Locally  
Produced*

*Regionally  
Recognized*



## *Main Street Living*

Media Ministry

with a message  
**For the World**

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1400 South Duluth Ave.  
Sioux Falls, SD



# Main Street Living

## An overview

Main Street Living is a unique ministry in the fact it is planned, administrated, funded, and produced through the efforts of laymen. From the beginning we have included the Pastors of the District in our planning, and we always value their input. We strive to be a ministry that aids, and compliments, the efforts of each Pastor, as he works within their community. All Pastors from the broadcast area are asked to present on the program, and are asked to prepare their message based on the three year lectionary series, so the television audience hears a message based on the same Scripture lesson that could be used in the Sanctuary on that Sunday. A different Pastor gives the presentation every week, and all are scheduled by the District President.

There is a considerable financial expense to air our program. But we do not, and will not, pressure a congregation for financial support; however, some the congregations have voluntarily added this ministry as a line item in their budget. We get additional support from LWML groups, Sunday School offerings, and various efforts from the congregations. We know the Pastors are supportive of these efforts, and therefore a very important part of the ongoing support of the program. The majority of our funding comes from individuals who generously bless us on a monthly, quarterly, or annual basis. Another major funding source are memorials from the friends and loved ones of God's people, who have entered the Church Triumphant, but had tuned in to Main Street Living in their later years, as their connection to the church.

We are incorporated in the State of South Dakota, and are a designated 501 C-3 corporation; therefore our financial supporters can use their gifts as a deduction on their taxes.

In the beginning, the Board of Directors (BOD) played an intense role in the formation and development of the ministry. Before we aired our first program on January 6, 2002, the Board was meeting on a weekly basis to iron out how the program would be formatted. Now, eighteen years later, we operate more on a corporate structure with an Executive Director in charge of the daily operation. The Board now meets on a quarterly basis, and the Executive Director communicates with the Board as needed. The District President is also a member of our Board of Directors. He is a very valuable resource as we determine any changes that should be made in the ministry.

Several of the Board members have specific duties to perform in the production of the program: the Treasurer handles the monies coming in and also sends out a receipt and a follow-up donation envelope to every contributor; the Director of Choirs is responsible for assembling and arranging the Main Street Living Choir, and setting the taping schedule; The Director of Communications sends an e-mail to the churches to give them a preview of the following Sunday's program.

There are nine LCMS congregations in the Sioux Falls area, and our goal is to have each congregation represented on the Board of Directors. A Board member's most important role is to be the source of information about Main Street Living. We count on them to be the "face of Main Street Living" as they represent the ministry in their congregation, and the community.





## Carrying Out Our Mission Each Week

It is the mission of Main Street Living is to proclaim the Good News of Jesus Christ using television and other media. The formula we have used for the past 18 years has served us well. We think we are one of the only media ministries that was originated, and administrated by laymen. At the same time, we are encouraged by the support of Pastors in the broadcast areas who generously give of their talents to present a modified worship service for the program. Without the cooperation of the Pastors and the District President, we would not be able to air a program worthy of the Good News of Jesus Christ.

Since the beginning in South Dakota, the District President (DP) has done the scheduling of the Pastors for the program. The DP is aware of any conflicts a particular Pastor may have. Our experience has been that it is more difficult for a Pastor to decline the invitation to appear when requested by the DP or his designated representative. Each Pastor is assigned a given Sunday for which to prepare and deliver a message.

We generally will tape 8 presentations on a Saturday morning. Then the editor will prepare that footage to a 28 and ½ minute program to air on the station. We ask the Pastors to use their vestments to give the program a distinctly Lutheran worship service appearance. The Word of God is universal, but the style of how it is presented is determined by the Pastor doing the presentation.

Over the years we have received thousands of letters from viewers. The feedback is overwhelmingly positive. We have found that not only shut-ins view the program, but a variety of people in all walks of life. Their comments tell us that Main Street Living is powerful part of their church life, and in some cases, the program have brought them back into church fellowship. God works in mysterious ways!

There are several key aspects that contribute to the success of the program. They are:

1. The time slot we try to occupy is the hour before the sports schedule starts. Most TV stations use this time to air infomercials, thus much of the programming is not attractive to viewers. We purchase time on major networks to make the program easier for people to find.
2. We utilize a different Pastor each week. In South Dakota, this gives a Pastor the chance to preach on the program about every two years. It also gives their congregation an additional reason to view the program.
3. Hymns are an important part of any worship service. We have utilized local members to sing the hymns which are picked by the Pastors. A Main Street Living choir tapes the hymns from which the Pastors select. If there are 35 members of the choir, but there may be as many as 3500 people who may recognize someone in the choir.
4. Pastors of the District tend to promote the program with their shut-ins. Shut-ins appreciate hearing a sermon they might be hearing if they were in attendance at their church.
5. We rely heavily on non-paid volunteers to produce and edit the program, therefore costs are minimized. It is estimated that over 50 hours of volunteer time goes into the production of every program. We do, however, need to purchase air time which is the major expense. The Board of Directors in South Dakota will handle all administrative and corporate matters, local matters are attended by the local Lay Leadership Team that is formed at each broadcast location.





# **Locally Produced, Regionally Recognized, With A Message For The World**

## **At What Cost?**

Throughout the years, since the Main Street Living ministry was founded, one question keeps coming up again and again. What does it cost to air the program? The answer was quite simple. When South Dakota was the only broadcast area it cost \$2,000.00 per week. In those early years funding of the program was “shaky” at best. The program was largely considered to be a program that only shut-ins would view. However, over the years it has been determined that the program also serves a considerable number of people from all age groups. The “motto” for years was PROCLAIMING CHRIST THROUGH TELEVISION. Today we say the ministry is: **LOCALLY PRODUCED/REGIONALLY RECOGNIZED/ WITH A MESSAGE FOR THE WORLD**. The mission has expanded and the costs have also risen.

Today we broadcast on eight TV stations, in six LCMS districts, in the five state area. We not only tape the pastors, but edit the program to a 28 minute, 30 second time period. We partnered with Lutheran Hour Ministries to upgrade “This is the Life” to current technology for broadcast. The Federal government also requires us to close caption both segments for the hearing impaired. With the expansion of the program, and the additional requirements, it now cost about \$1100.00 per station per week.

So how is this funded? We do not ask either the Synod or the District to financially support this program, however there are some congregations who include the program in their budget. Recently, we have received considerable funding from memorials that come in. But the main source of support is from viewers and their families who want this program to continue and send in financial support. Go to [www.mainstreetliving.com](http://www.mainstreetliving.com) to find three ways you can support the program: by credit card, sending a check, or directing Thrivent Choice Dollars.





## The Main Street Living Choir

From the early planning stages of the program, the newly formed Board of Directors insisted that hymns be a part of the worship service. After several failed attempts to get the Concordia University system involved in the production of these hymns, and the deadline quickly approaching for the airing of the first program, the decision was made to form a choir composed of local singers. The word went out and about 30 people responded. The initial taping of the Main Street Living Choir was done with the use of a borrowed camera, no audio enhancement equipment, at a facility where the light could not be controlled. Even without tested equipment the choir sounded great. At the second taping of the choir, several members related how some of their friends and relatives had seen them on the program. It was now apparent the choir could be an integral component of the program. It remains today a key to the success of the program. Shortly after the program was initially broadcast, we began to "open caption" the words of the hymns, making it easier for viewers to sing along with the choir. As the ministry expands to other areas, one of the most important components of that expansion is the establishment of a local choir. When a Pastor does his presentation, he will have a list of hymns to compliment his message. The hymns will also be published on the website of each location.



## ...and now the internet

The web site disperses additional information about the program. We also stream every Sunday's program for all locations on the web site. Typically we will download the program on the Saturday night, before it's airing on the television station on Sunday.

We have updated the web site to make it accessible to mobile devices such as Smart Phones and pads. Each location has a connection to [www.mainstreetliving.com](http://www.mainstreetliving.com) from the homepage of the site. Each location has their own site, which will contain information specific to their area, including the current programs, but their site is directly accessible, or through the "main" web site. Each site has a donation page with specific information about how to support their local ministry. There is also a link to which anyone can contribute with their credit card.

### Website:

[www.mainstreetliving.com](http://www.mainstreetliving.com)

### Contact us:

The main office is located at  
Zion Lutheran Church,  
1400 South Duluth Ave., Sioux Falls, SD 57105.  
Any written correspondence can be sent there.

Our e-mail address is:  
[info@mainstreetliving.com](mailto:info@mainstreetliving.com)

Social media, like Facebook, are currently in development.





## We get Letters...

*I'm an older person and enjoy Main Street Living when I can't get to my church. I love the services. God's blessings, my prayers.*

– Verona

*I wanted to let you know how much the Main Street Living television program was to my parents and to me. As my parents health started failing, they were not able to attend church like they wanted. On those Sundays they watched the Main Street Living television program. Whether they were at home, in the hospital, or the nursing home, they always watched your program. Even I watch your program when I am unable to get to church due to weather or illness.*

*Both my parents are with the Lord now, my father passing away this May. You will find enclosed a donation in memory of my father Donald ..... for the Main Street Living Television program. May this help you to continue this wonderful program!*

– Nancy

...and from Australia

*To Whom It May Concern,*  
*Since the Lutheran Church of Australia is drifting away from God's Word and thinking the ordination of women is OK, we have left the church and have relied on Main Street living for about 2 years to at least worship the Lord on Sunday in our home. I know it is not ideal because we miss out on communion, but we still have God's Word and our Baptisms, which tell us that it is God our Lord who saves.*  
*I am writing to say thank-you so much.*

– Rebecca Krahling

## And we hear from the Pastors ...

*I always valued and loved the Main Street Living (MSL) program, but I didn't realize the value of it until I had an open heart surgery and was unable to attend church for over 4 months. MSL became my worship time on Sunday.*

– Rev. Nabil Nour  
3rd Vice-President of the LCMS  
Trinity Lutheran Church-Hartford, SD

*I hear comments like that throughout the state of South Dakota and from people in bordering states who tune in to Main Street Living. People sincerely appreciate this multi-media ministry. To God be the glory for this partnership of pastors and laypeople.*

– Rev. Scott Sailer  
President, The South Dakota District of  
The Lutheran Church—Missouri Synod

*One of the first Sundays that Main Street Living was being televised there was a major snowstorm in the Duluth area. While folks were not able to get to church, Main Street Living Northland provided an LCMS service of worship on KBJR 6 for people in Ely, Virginia, Silver Bay, Two Harbors, Duluth, and surrounding region to watch.*

– Jeff Walther, Pastor  
St. Matthews Lutheran Church  
Esko, MN

*Diane has a husband who is homebound, and she says that they never miss MSL. "It is a Godsend for us and we so very much appreciate it. We will continue to support the program with our prayers and our financial gifts. And, we tell all of our friends and neighbors to tune in too if they are unable to be in regular worship."*

– Pastor Steve Schultz, Fargo, ND



We desire that all our church members could attend worship services in their churches on Sunday mornings. Main Street Living is a fine option when our sisters and brothers in Christ are not able to travel to God’s house for worship. We also know there are others who are unchurched, but do watch our program. Thank you, Holy Spirit!



## Aired Weekly

Sioux Falls, SD	KDLT	NBC	10:00 AM Central
Rapid City, SD	KEVN	Fox	10:00 AM Mountain
Fargo, ND	KVRR	Fox	9:00 AM Central
Bismarck, ND	WDAY	Xtra	10:00 AM Central
Duluth, MN	KBJR	NBC	9:30 AM Central
Lincoln, NE	KLKN	ABC	10:00 AM Central
Sioux City, IA	KCAU	ABC	10:00 AM Central
Minneapolis, MN	WFTC	Channel 29	9:00 AM Central

## In Development

Des Moines IA	TBD
Omaha, NE	TBD

