



PUBLICITY CHECKLIST

Epiphany 1 2023

SERIES THEME: *JESUS APPEARS*

The Gospels tell only a little about Jesus’ life as an infant. Then, St. Luke briefly discusses the desire of the boy Jesus to be in the temple. Then, Scripture falls silent, telling us nothing about almost two decades of Jesus’ life. For most of Jesus’ adult life, he lived quietly in Galilee, practicing the carpentry he had learned from his adoptive father, Joseph. Jesus had no followers. Jesus was not famous. But at the exact time God the Father had appointed, Jesus left that obscurity behind. The word *epiphany* means “appearance.” In the season of Epiphany, we watch Jesus begin his public ministry. Jesus makes his first appearances. And in those appearances, it quickly becomes clear that this is more than a random carpenter’s son. As Jesus appears, we see exactly who he is and what he came to do.

NOTE: Most publicity materials are available in both English and Spanish.

Date & Theme	Channel	Action	Wording
Week of January 1 <i>Introduce Epiphany 1 theme</i>	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “Jesus Appears” logo graphic 	The Gospels tell only a little about Jesus’ life as an infant. Then, St. Luke briefly discusses the desire of the boy Jesus to be in the temple. Then, Scripture falls silent, telling us nothing about almost two decades of Jesus’ life. For most of Jesus’ adult life, he lived quietly in Galilee, practicing the carpentry he had learned from his adoptive father, Joseph. Jesus had no followers. Jesus was not famous. But at the exact time God the Father had appointed, Jesus left that obscurity behind. The word <i>epiphany</i> means “appearance.” In the season of Epiphany, we watch Jesus begin his public ministry. Jesus makes his first appearances. And in those appearances, it quickly becomes clear that this is more than

			<p>a random carpenter’s son. As Jesus appears, we see exactly who he is and what he came to do.</p> <p>Join us for our new Epiphany series: Jesus Appears.</p>
	Facebook	<ul style="list-style-type: none"> • Post “Jesus Appears” title Facebook graphic • Post “Jesus Appears” 1x1 video file (<i>available with or without WELS logo at end of video</i>) 	<p>In the season of Epiphany, we watch Jesus begin his public ministry. Jesus makes his first appearances. And in those appearances, it quickly becomes clear that this is more than a random carpenter’s son. As Jesus appears, we see exactly who he is and what he came to do.</p> <p>Join us for our new Epiphany series: Jesus Appears.</p>
	Social Media	<ul style="list-style-type: none"> • Post “Jesus Appears” title social post square graphic • Post “Jesus Appears” 1x1 video file (<i>available with or without WELS logo at end of video</i>) 	<p>In the season of Epiphany, we watch Jesus begin his public ministry. Jesus makes his first appearances. And in those appearances, it quickly becomes clear that this is more than a random carpenter’s son. As Jesus appears, we see exactly who he is and what he came to do.</p> <p>Join us for our new Epiphany series: Jesus Appears.</p>
	Video	<ul style="list-style-type: none"> • Post “Jesus Appears” 16x9 video file to YouTube or Vimeo (<i>versions available with or without WELS logo at end of video</i>) • Show “Jesus Appears” 16x9 video file during this week’s worship announcements 	<p>In the season of Epiphany, we watch Jesus begin his public ministry. Jesus makes his first appearances. And in those appearances, it quickly becomes clear that this is more than a random carpenter’s son. As Jesus appears, we see exactly who he is and what he came to do.</p> <p>Join us for our new Epiphany series: Jesus Appears.</p>
	Website	<ul style="list-style-type: none"> • Post theme information • Post link to “Jesus Appears” video on YouTube or Vimeo • Post “Jesus Appears” graphic 	<p>The Gospels tell only a little about Jesus’ life as an infant. Then, St. Luke briefly discusses the desire of the boy Jesus to be in the temple. Then, Scripture falls silent, telling us nothing about almost two decades of Jesus’ life. For most of Jesus’ adult life, he lived quietly in Galilee, practicing the carpentry he had learned from his adoptive father, Joseph. Jesus had no followers. Jesus was not famous. But at the exact time God the Father had appointed, Jesus left that</p>

			<p>obscurity behind. The word <i>epiphany</i> means “appearance.” In the season of Epiphany, we watch Jesus begin his public ministry. Jesus makes his first appearances. And in those appearances, it quickly becomes clear that this is more than a random carpenter’s son. As Jesus appears, we see exactly who he is and what he came to do.</p> <p>Join us for our new Epiphany series: Jesus Appears.</p>
	Digital display graphics (4 slide options)	<ul style="list-style-type: none"> • Blank slide (4x3 or 16x9) • Title slide (4x3 or 16x9) • Large icon slide (4x3 or 16x9) • Small icon slide (4x3 or 16x9) • Show on digital display screens before and after worship or during announcements 	Join us for our new Epiphany series: Jesus Appears
Week of January 8 <i>1st Sunday after Epiphany—Baptism of Our Lord</i>	Worship folder template	Use “Jesus Appears” worship folder cover PDF	
Theme of the Day: Jesus Appears as the Anointed One	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “Jesus Appears” logo graphic 	<p>“Christ” is not Jesus’ last name, of course. It is a title. The Greek word “Christ” and the Hebrew word “Messiah” both mean the same thing—“The Anointed One.” Anointing was the practice of pouring liquid (typically oil) over the head of someone to signify selection for some special task. However, when the Lord anointed heroes to do his saving work, what he poured over them was his Spirit.</p> <p>For centuries people of faith had patiently waited for the promised Messiah, the servant of God who would bring the salvation we so desperately need. The time had come for Jesus to be revealed as the fulfillment of that divine promise. So, Christ our Lord came to the Jordan River to be baptized, that he might be recognized by John and revealed</p>

			to Israel. At his baptism Jesus was anointed—marked as God’s special servant and empowered by the Spirit of the Lord.
	Facebook	Post “Jesus Appears” quote Facebook graphic	For centuries people of faith patiently waited for the promised Messiah who would bring the salvation we so desperately need. The time had come for Jesus to be revealed as the fulfillment of that divine promise. So, Christ came to the Jordan River to be baptized, that he might be revealed to Israel. At his baptism Jesus was anointed—marked as God’s special servant and empowered by the Spirit of the Lord.
	Social Media	Post “Jesus Appears” quote social post square graphic	For centuries people of faith patiently waited for the promised Messiah who would bring the salvation we so desperately need. The time had come for Jesus to be revealed as the fulfillment of that divine promise. So, Christ came to the Jordan River to be baptized, that he might be revealed to Israel. At his baptism Jesus was anointed—marked as God’s special servant and empowered by the Spirit of the Lord.
	Digital display graphics (4 slide options)	<ul style="list-style-type: none"> • Blank slide (4x3 or 16x9) • Title slide (4x3 or 16x9) • Large icon slide (4x3 or 16x9) • Small icon slide (4x3 or 16x9) • Show on digital display screens before worship or during announcements 	Jesus Appears as the Anointed One
Week of January 15 <i>2nd Sunday after Epiphany</i>	Worship folder template	Use “Jesus Appears” worship folder cover PDF	
Theme of the Day: Jesus Appears as the Lamb of God	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “Jesus Appears” logo graphic 	For centuries the priests of Israel offered sacrifices to God for sin. Over and over blood flowed, testifying that the penalty of sin was death. But over and over a substitute stood in the place of the sinner. Countless animals died

			<p>under the priestly knife as generations of the faithful brought lamb after lamb to the temple.</p> <p>This week we see the Lamb that God himself was bringing to the temple. This was the Lamb that God himself would sacrifice. In the great act that would remove our condemnation, the Messiah took our sins, stood in our place, and died as the substitute for sinful mankind. This was the fulfillment of the entire sacrificial system. Every lamb and goat and bird pointed to God's Lamb who takes away our sin.</p> <p>The heart that sees his Savior willingly becoming the Lamb cannot help but take this news of salvation to the ends of the earth.</p>
	Facebook	Post "Jesus Appears" quote Facebook graphic	For centuries the priests of Israel offered sacrifices to God for sin. Countless animals died under the priestly knife as generations of the faithful brought lamb after lamb to the temple. In the great act that would remove our condemnation, the Messiah took our sins, stood in our place, and died as the substitute for sinful mankind. Every lamb and goat and bird pointed to God's Lamb who takes away our sin.
	Social Media	Post "Jesus Appears" quote social post square graphic	For centuries the priests of Israel offered sacrifices to God for sin. Countless animals died under the priestly knife as generations of the faithful brought lamb after lamb to the temple. In the great act that would remove our condemnation, the Messiah took our sins, stood in our place, and died as the substitute for sinful mankind. Every lamb and goat and bird pointed to God's Lamb who takes away our sin.
	PowerPoint slide	<ul style="list-style-type: none"> • Blank slide (4x3 or 16x9) • Title slide (4x3 or 16x9) • Large icon slide (4x3 or 16x9) 	Jesus Appears as the Lamb of God

		<ul style="list-style-type: none"> • Small icon slide (4x3 or 16x9) • Show on digital display screens before worship or during announcements 	
Week of January 22 <i>3rd Sunday after Epiphany</i>	Worship folder template	Use "Jesus Appears" worship folder cover PDF	
Theme of the Day: Jesus Appears as the Light in the Darkness	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include "Jesus Appears" logo graphic 	<p>The prophet Isaiah vividly described humanity as "people walking in darkness." We are completely enveloped by sin and suffering and death. Worse, when we honestly assess the content of our minds and hearts, we find darkness there too. However, the prophet also foretold that within this deep darkness, a light would shine. The light would be so brilliant that it would be impossible to miss. As Jesus began his teaching and preaching ministry, that prophecy was fulfilled.</p> <p>Today Jesus continues to shine his light by preaching repentance and the good news of the nearing kingdom. He invites us to live a life that is illuminated by him. He calls us to walk in the light of love for God and for the brothers and sisters around us. Our Savior is the Light of the world, and so we shine his reflected light onto everyone around us.</p>
	Facebook	Post "Jesus Appears" quote Facebook graphic	Jesus invites us to live a life that is illuminated by him. He calls us to walk in the light of love for God and for the brothers and sisters around us. Our Savior is the Light of the world, and so we shine his reflected light onto everyone around us.
	Social Media	Post "Jesus Appears" quote social post square graphic	Jesus invites us to live a life that is illuminated by him. He calls us to walk in the light of love for God and for the brothers and sisters around us. Our Savior is the Light of the world, and so we shine his reflected light onto everyone around us.
	PowerPoint slide	<ul style="list-style-type: none"> • Blank slide (4x3 or 16x9) 	Jesus Appears as the Light in the Darkness

		<ul style="list-style-type: none">• Title slide (4x3 or 16x9)• Large icon slide (4x3 or 16x9)• Small icon slide (4x3 or 16x9)• Show on digital display screens before worship or during announcements	
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