



PUBLICITY CHECKLIST

Epiphany 2 2023

SERIES THEME: THE SAVIOR'S SERMON

The Greek word *epiphany* means "appearance." In the first half of this church season called Epiphany, we saw Jesus appear on the scene, beginning his ministry. He calls his disciples. It is not long before large crowds start following Jesus around Galilee. So, in the second half of this season, Jesus is going to teach us what it means to be one of his followers.

Jesus does this through the most famous sermon of all time. It is not delivered while standing in a pulpit but while sitting on a hill. Elevated above the crowd, Jesus' voice would carry through the air. His followers hung on his every word as the Christ talked about living an authentic Christian life. It is called the Sermon on the Mount.

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

Date & Theme	Channel	Action	Wording
<p>Week of January 22 <i>Introduce Epiphany 2 theme</i></p>	<p>Worship folder/newsletter blurb</p>	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include "The Savior's Sermon" logo graphic 	<p>The Greek word <i>epiphany</i> means "appearance." In the first half of this church season called Epiphany, we saw Jesus appear on the scene, beginning his ministry. He calls his disciples. It is not long before large crowds start following Jesus around Galilee. So, in the second half of this season, Jesus is going to teach us what it means to be one of his followers.</p> <p>Jesus does this through the most famous sermon of all time. It is not delivered while standing in a pulpit but while sitting on a hill. Elevated above the crowd, Jesus' voice would carry through the air. His followers hung on his every word as the</p>

			<p>Christ talked about living an authentic Christian life. It is called the Sermon on the Mount.</p> <p>Join us for our new Epiphany series: The Savior's Sermon.</p>
	Facebook	<ul style="list-style-type: none"> • Post "The Savior's Sermon" title Facebook graphic • Post "The Savior's Sermon" 1x1 video file (<i>available with or without WELS logo at end of video</i>) 	<p>In the first half of Epiphany, we saw Jesus appear on the scene, beginning his ministry. It is not long before large crowds start following Jesus around Galilee. So, in the second half of this season, Jesus is going to teach us what it means to be one of his followers through the most famous sermon of all time, the Sermon on the Mount.</p> <p>Join us for our new Epiphany series: The Savior's Sermon.</p>
	Social Media	<ul style="list-style-type: none"> • Post "The Savior's Sermon" title social post square graphic • Post "The Savior's Sermon" 1x1 video file (<i>available with or without WELS logo at end of video</i>) 	<p>In the first half of Epiphany, we saw Jesus appear on the scene, beginning his ministry. It is not long before large crowds start following Jesus around Galilee. So, in the second half of this season, Jesus is going to teach us what it means to be one of his followers through the most famous sermon of all time, the Sermon on the Mount.</p> <p>Join us for our new Epiphany series: The Savior's Sermon.</p>
	Video	<ul style="list-style-type: none"> • Post "The Savior's Sermon" 16x9 video file to YouTube or Vimeo (<i>versions available with or without WELS logo at end of video</i>) • Show "The Savior's Sermon" 16x9 video file during this week's worship announcements 	<p>In the first half of Epiphany, we saw Jesus appear on the scene, beginning his ministry. It is not long before large crowds start following Jesus around Galilee. So, in the second half of this season, Jesus is going to teach us what it means to be one of his followers through the most famous sermon of all time, the Sermon on the Mount.</p> <p>Join us for our new Epiphany series: The Savior's Sermon.</p>
	Website	<ul style="list-style-type: none"> • Post theme information • Post link to "The Savior's Sermon" video on YouTube or Vimeo • Post "The Savior's Sermon" graphic 	<p>The Greek word epiphany means "appearance." In the first half of this church season called Epiphany, we saw Jesus appear on the scene, beginning his ministry. He calls his disciples. It is not long before large crowds start following Jesus around Galilee. So, in the second half of this season,</p>

			<p>Jesus is going to teach us what it means to be one of his followers.</p> <p>Jesus does this through the most famous sermon of all time. It is not delivered while standing in a pulpit but while sitting on a hill. Elevated above the crowd, Jesus' voice would carry through the air. His followers hung on his every word as the Christ talked about living an authentic Christian life. It is called the Sermon on the Mount.</p> <p>Join us for our new Epiphany series: The Savior's Sermon.</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: The Savior's Sermon
Week of January 29 <i>4th Sunday after Epiphany</i>	Worship folder template	Use "The Savior's Sermon" worship folder cover PDF	
Theme of the Day: Trust in God's Strength	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include "The Savior's Sermon" logo graphic 	<p>Jesus begins the Sermon on the Mount with a series of blessings. "Blessed are . . ." Jesus says, again and again. In the Latin Vulgate, these all begin with the word "beati," which translates as "blessed" or "happy." Thus, this portion of the sermon is often called "The Beatitudes." It had to give Jesus' listeners pause. For what Jesus calls blessed, the world never would. The world praises the strong and the self-sufficient. Jesus calls blessed what others would see as weak or stupid. But, like any good preacher, Jesus is trying to drive home one crucial point. The weaker you are, the more ready you are to rely on God's strength. The more difficult your present circumstances, the likelier you are to yearn for future reward.</p>

			All the readings for today teach this truth. We have no real strength or wisdom of our own. But we don't need it. Because God's strength is enough to give the kingdom of heaven to the humble and poor in spirit.
	Facebook	Post "The Savior's Sermon" quote Facebook graphic	Jesus begins the Sermon on the Mount with a series of blessings. "Blessed are . . ." Jesus says, again and again. It had to give Jesus' listeners pause. For what Jesus calls blessed, the world never would. Jesus calls blessed what others would see as weak or stupid. But, like any good preacher, Jesus is trying to drive home one crucial point. The weaker you are, the more ready you are to rely on God's strength.
	Social Media	Post "The Savior's Sermon" quote social post square graphic	Jesus begins the Sermon on the Mount with a series of blessings. "Blessed are . . ." Jesus says, again and again. It had to give Jesus' listeners pause. For what Jesus calls blessed, the world never would. Jesus calls blessed what others would see as weak or stupid. But, like any good preacher, Jesus is trying to drive home one crucial point. The weaker you are, the more ready you are to rely on God's strength.
	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 	Trust in God's Strength
Week of February 5 <i>5th Sunday after Epiphany</i>	Worship folder template	Use "The Savior's Sermon" worship folder cover PDF	
Theme of the Day: You Are . . . So Be	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter 	Imagine a beautiful guitar, carefully crafted out of the finest mahogany and steel strings. Now imagine that fine instrument is never played. It is placed atop a bookshelf and

		<ul style="list-style-type: none"> • Include “The Savior’s Sermon” logo graphic 	<p>never touched. It just collects dust. Tragic, right? What a thing is finds fulfillment when that thing does what it was made to do. Of what use is a guitar that makes no music? What would be the point of turning on a lamp and then throwing a heavy blanket over it? It might still be a lamp, but it provides no light. (It only serves as a fire hazard!) Form and function are intimately connected.</p> <p>In the Sermon on the Mount, Jesus teaches that the same is true of discipleship. He wants us to see that being a disciple and acting as a disciple are intimately connected. When God called us to faith, he declared that we were something new: light, salt, his children. Jesus now encourages us to be what God says we are, so that God might bless the world through us. As Jesus speaks to us, he means to mold our will to his own.</p>
	Facebook	Post “The Savior’s Sermon” quote Facebook graphic	<p>Imagine a beautiful guitar, carefully crafted out of the finest mahogany and steel strings. Now imagine that fine instrument is never played. Tragic, right? What a thing is finds fulfillment when that thing does what it was made to do. Form and function are intimately connected. In the Sermon on the Mount, Jesus teaches that the same is true of discipleship. He wants us to see that being a disciple and acting as a disciple are intimately connected. Jesus now encourages us to be what God says we are, so that God might bless the world through us.</p>
	Social Media	Post “The Savior’s Sermon” quote social post square graphic	<p>Imagine a beautiful guitar, carefully crafted out of the finest mahogany and steel strings. Now imagine that fine instrument is never played. Tragic, right? What a thing is finds fulfillment when that thing does what it was made to do. Form and function are intimately connected. In the Sermon on the Mount, Jesus teaches that the same is true of discipleship. He wants us to see that being a disciple and acting as a disciple are intimately connected. Jesus now</p>

			encourages us to be what God says we are, so that God might bless the world through us.
	PowerPoint slide	<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 	You Are . . . So Be
Week of February 12 <i>6th Sunday after Epiphany</i>	Worship folder template	Use "The Savior's Sermon" worship folder cover PDF	
Theme of the Day: Live a Holy Life	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include "The Savior's Sermon" logo graphic 	<p>The word "holy" comes from an Old English word, "halig," which means "whole" or "healthy." We have a holy God. He wants us to live a holy life, one that is wholly dedicated to him, one that is spiritually and emotionally healthy for us. So, as Jesus continues his Sermon on the Mount, he makes a crucial point that not all his followers (including present-day followers) understand well. Jesus came to free us <u>from</u> sin. He did not come to free us <u>to</u> sin. God commands that we live a holy life. He provides dire warnings to remind us just how holy he wants us to be. Today we face a rapid decline in public morals and private piety. Yet, Jesus calls his followers to be different. He urges personal purity.</p> <p>After examining our lives, we can only despair over our lack of holiness. So, the Gospel Acclamation reminds us to flee to Christ who loves us despite our failures and who sacrificed himself for unholy people. Secure in his grace and empowered by the Holy Spirit, each day we strive to live the holy lives to which we have been called.</p>
	Facebook	Post "The Savior's Sermon" quote Facebook graphic	We have a holy God. He wants us to live a holy life. Jesus came to free us <u>from</u> sin. He did not come to free us <u>to</u> sin. After examining our lives, we can only despair over our lack

			of holiness. The gospel reminds us to flee to Christ who loves us despite our failures and who sacrificed himself for unholy people. Secure in his grace and empowered by the Holy Spirit, each day we strive to live the holy lives to which we have been called.
	Social Media	Post "The Savior's Sermon" quote social post square graphic	We have a holy God. He wants us to live a holy life. Jesus came to free us <u>from</u> sin. He did not come to free us <u>to</u> sin. After examining our lives, we can only despair over our lack of holiness. The gospel reminds us to flee to Christ who loves us despite our failures and who sacrificed himself for unholy people. Secure in his grace and empowered by the Holy Spirit, each day we strive to live the holy lives to which we have been called.
	PowerPoint slide	<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 	Live a Holy Life