



PUBLICITY CHECKLIST

Advent 2023

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

SERIES THEME: *The King Shall Come*

The Church Year begins with the season of Advent, which means “coming.” When someone is coming over, what do you do? It depends on who is coming and why they are coming. If it’s a good friend popping in for a quick visit, you don’t worry too much about how the house looks or serving a meal. But imagine the governor is coming over for an evening to give you some sort of citizen’s award. That’s a big deal. There is work to be done: deep cleaning, planning a menu, getting the yard looking its best, etc.

So, is Advent a big deal? It depends on who is coming and why they are coming. In this worship series, we get the answer to those questions. We see that the King shall come. We see why the King came on that first Christmas and why he shall come again on judgment day. In this season, we also cherish the way our King comes to us today in Word and sacrament, establishing his reign in our hearts.

Date & Theme	Channel	Action	Wording
Week of November 26 <i>Introduce 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 “The King Shall Come” logo graphic 	<p>The Church Year begins with the season of Advent, which means “coming.” When someone is coming over, what do you do? It depends on who is coming and why they are coming. If it’s a good friend popping in for a quick visit, you don’t worry too much about how the house looks or serving a meal. But imagine the governor is coming over for an evening to give you some sort of citizen’s award. That’s a big deal. There is work to be done: deep cleaning, planning a menu, getting the yard looking its best, etc.</p> <p>So, is Advent a big deal? It depends on who is coming and why they are coming. In this worship series, we get the</p>

			<p>answer to those questions. We see that the King shall come. We see why the King came on that first Christmas and why he shall come again on judgment day. In this season, we also cherish the way our King comes to us today in Word and sacrament, establishing his reign in our hearts.</p> <p>Join us next week for a new series: The King Shall Come</p>
	Facebook	<ul style="list-style-type: none"> • Post “The King Shall Come” title Facebook graphic • Post “The King Shall Come” 1x1 video file (<i>available with or without WELS logo at end of video</i>) 	<p>We are entering the season of Advent, which means “coming.” When someone is coming over, what do you do? If it’s a good friend, you don’t worry too much about how the house looks or serving a meal. But imagine the governor is coming over. That’s a big deal. There is work to be done.</p> <p>This Advent, we see why King Jesus came on that first Christmas and why he shall come again on judgment day. We also cherish the way our King comes to us today in Word and sacrament, establishing his reign in our hearts.</p> <p>Join us next week for a new series: The King Shall Come</p>
	Social Media	<ul style="list-style-type: none"> • Post “The King Shall Come” title social post square graphic • Post “The King Shall Come” 1x1 video file (<i>available with or without WELS logo at end of video</i>) 	<p>We are entering the season of Advent, which means “coming.” When someone is coming over, what do you do? If it’s a good friend, you don’t worry too much about how the house looks or serving a meal. But imagine the governor is coming over. That’s a big deal. There is work to be done.</p> <p>This Advent, we see why King Jesus came on that first Christmas and why he shall come again on judgment day. We also cherish the way our King comes to us today in Word and sacrament, establishing his reign in our hearts.</p> <p>Join us next week for a new series: The King Shall Come</p>
	Website	<ul style="list-style-type: none"> • Post theme information 	<p>The Church Year begins with the season of Advent, which means “coming.” When someone is coming over, what do you do? It depends on who is coming and why they are</p>

		<ul style="list-style-type: none"> • Post link to “The King Shall Come” video on YouTube or Vimeo • Post “The King Shall Come” website graphic 	<p>coming. If it’s a good friend popping in for a quick visit, you don’t worry too much about how the house looks or serving a meal. But imagine the governor is coming over for an evening to give you some sort of citizen’s award. That’s a big deal. There is work to be done: deep cleaning, planning a menu, getting the yard looking its best, etc.</p> <p>So, is Advent a big deal? It depends on who is coming and why they are coming. In this worship series, we get the answer to those questions. We see that the King shall come. We see why the King came on that first Christmas and why he shall come again on judgment day. In this season, we also cherish the way our King comes to us today in Word and sacrament, establishing his reign in our hearts.</p> <p>Join us next week for a new series: The King Shall Come</p>
	Video	<ul style="list-style-type: none"> • Post “The King Shall Come” 16x9 video file to YouTube or Vimeo <i>(available with or without WELS logo at end of video)</i> • Show “The King Shall Come” 16x9 video file during this week’s worship announcements 	<p>We are entering the season of Advent, which means “coming.” When someone is coming over, what do you do? If it’s a good friend, you don’t worry too much about how the house looks or serving a meal. But imagine the governor is coming over. That’s a big deal. There is work to be done.</p> <p>This Advent, we see why King Jesus came on that first Christmas and why he shall come again on judgment day. We also cherish the way our King comes to us today in Word and sacrament, establishing his reign in our hearts.</p> <p>Join us next week for a new series: The King Shall Come</p>
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	Digital display graphics (3 slide options)	<ul style="list-style-type: none"> • Blank slide (4x3 or 16x9) • Title slide (4x3 or 16x9) • Icon slide (4x3 or 16x9) • Show on small screens (4x3) or digital display screens (16x9) before and after worship or during announcements this week 	Join us next week for a new series: The King Shall Come
Sunday, December 3 <i>First Sunday in Advent</i>	Worship folder template	Use “The King Shall Come” worship folder cover PDF	
Theme of the Day: He Is Coming to Save Us	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “The King Shall Come” logo graphic 	<p>Rulers plan and administrate and govern. They typically do not save. If your house is on fire, it will not be the mayor who shows up to save you from the flames. If America were attacked, the President would serve as the commander in chief of the armed forces. The President would not pick up a weapon, go to the front lines, and fight to save you from the enemy.</p> <p>Jesus is different. He is both infinitely greater than all other rulers, yet also infinitely humbler. He does not consider it beneath his rank as King to risk his life for his subjects. He is</p>

			willing to fight for us. He is willing to die for us. For King Jesus came into our world for one reason—to save us.
	Facebook	<ul style="list-style-type: none"> • Post “The King Shall Come” quote Facebook graphic 	Rulers plan and administrate and govern. They typically do not save. If your house is on fire, it will not be the mayor who shows up to save you from the flames. Jesus is different. He is both infinitely greater than all other rulers, yet also infinitely humbler. He does not consider it beneath his rank as King to risk his life for his subjects. He is willing to die for us. For King Jesus came into our world for one reason—to save us.
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Sunday, December 10 <i>Second Sunday in Advent</i>	Worship folder template	Use "The King Shall Come" worship folder cover PDF	
Theme of the Day: Prepare to Meet Him	Worship folder/newsletter blurb	<ul style="list-style-type: none"> Place blurb in print and electronic versions of worship folder and newsletter Include "The King Shall Come" logo graphic 	<p>Scriptures teach that King Jesus is the Son of God in flesh and the only hope for salvation. Jesus himself claimed that he is the only way into the glorious kingdom of heaven. You do not approach meeting someone like that casually or carelessly. You prepare meticulously. What does that mean? What does a life of readiness—ready to meet such a King—look like? In one word: repentance. If we insist on hanging onto our sins, how can we receive the One who came for the very purpose of taking those sins away?</p> <p>Throughout history, God has raised up called servants—like John the Baptist—to preach a message of repentance. This repentance is central to our preparation for the Lord's coming. Without repentance, the King's coming only terrifies. But all those who believe and repent look forward to the coming of the King and the consummation of his everlasting kingdom.</p>
	Facebook	<ul style="list-style-type: none"> Post "The King Shall Come" quote Facebook graphic 	<p>Scriptures teach that King Jesus is the Son of God in flesh and the only hope for salvation. You do not approach meeting someone like that casually or carelessly. What does a life of readiness—ready to meet such a King—look like? In one word: repentance. Without repentance, the King's coming only terrifies. But all those who believe and repent look forward to the coming of the King and the consummation of his everlasting kingdom.</p>
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Sunday, December 17 <i>Third Sunday in Advent</i>	Worship folder template	Use “The King Shall Come” worship folder cover PDF	

<p>Theme of the Day: He Is Bringing Perfect Joy</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 King Shall Come” logo graphic 	<p>The historic Christian Church gave Latin titles to each Sunday. They titled the Third Sunday in Advent “Gaudete,” which means “Rejoice!” As we reach the midway point of Advent, we remember that when the King shall come, he will bring us perfect and everlasting joy.</p> <p>Joy is not the same thing as happiness. Happiness is an emotion. Joyfulness is a condition. Happiness comes from your circumstances. Joyfulness comes from your King entering into your heart and assuring you of his abiding love and your glorious future. Therefore, happiness is fleeting. Joyfulness is enduring.</p>
	<p>Facebook</p>	<ul style="list-style-type: none"> • Post “The King Shall Come” quote Facebook graphic 	<p>As we reach the midway point of Advent, we remember that when the King shall come, he will bring us perfect and everlasting joy.</p> <p>Joy is not the same thing as happiness. Happiness is an emotion. Joyfulness is a condition. Happiness comes from your circumstances. Joyfulness comes from your King entering into your heart and assuring you of his abiding love and your glorious future. Therefore, happiness is fleeting. Joyfulness is enduring.</p>
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Sunday, December 24 <i>Fourth Sunday in Advent</i>	Worship folder template	Use “The King Shall Come” worship folder cover PDF	
Theme of the Day: Just As God Promised	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “The King Shall Come” logo graphic 	<p>In Eden, mankind fell into sin, bringing death and despair to Paradise. God immediately promised to send a Savior who would undo that devastation. This Savior would be a descendant of Adam and Eve—a human being. Century after century, through the prophets, God reiterated and expanded upon that promise of a Savior-King. In a manger in Bethlehem, on that first Christmas, God’s promise was fulfilled.</p> <p>The perfect faithfulness God demonstrated in keeping all his promises about Christ’s first coming at Christmas is what gives us the certainty and comfort that God will keep his promises about Christ’s second coming on judgment day. The King shall come!</p>

	Facebook	<ul style="list-style-type: none"> • Post “The King Shall Come” quote Facebook graphic 	<p>In Eden, mankind fell into sin, bringing death and despair to Paradise. God immediately promised to send a Savior who would undo that devastation. In a manger in Bethlehem, on that first Christmas, God’s promise was fulfilled.</p> <p>The perfect faithfulness God demonstrated in keeping all his promises about Christ’s first coming at Christmas is what gives us the certainty and comfort that God will keep his promises about Christ’s second coming on judgment day. The King shall come!</p>
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