



PUBLICITY CHECKLIST

Epiphany 2024

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

SERIES THEME: *From the River to the Mountain*

“Epiphany” comes from a Greek word that means “reveal.” Today, if someone says, “I had an epiphany,” he means he had some extremely important, life-changing revelation. Within the Church Year, that is the purpose of the season of Epiphany—to reveal important truths about Jesus Christ, truths that will indeed change your life.

For most of his adult life, Jesus was known simply as Mary’s son. He followed his adoptive father, Joseph, into the carpentry business. People in his hometown of Nazareth probably thought of Jesus as a very nice man—hardworking, honest, a role model for others. (That is still how many think of Jesus today.) But around the age of thirty, the fuller truth about Jesus began to be revealed: his person, his power, his purpose. It started with Jesus standing in a river with John the Baptist. The biggest epiphany took place at a mountain, where select followers saw Jesus shining brighter than the sun. All these epiphanies—all these revelations about Jesus—changed the lives of everyone around him. In this season of Epiphany, as we follow Jesus from the river to the mountain, may they change us too.

Date & Theme	Channel	Action	Wording
Week of December 31, 2023 <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 “From the River to the Mountain” logo graphic 	“Epiphany” comes from a Greek word that means “reveal.” Today, if someone says, “I had an epiphany,” he means he had some extremely important, life-changing revelation. Within the Church Year, that is the purpose of the season of Epiphany—to reveal important truths about Jesus Christ, truths that will indeed change your life.

			<p>For most of his adult life, Jesus was known simply as Mary’s son. He followed his adoptive father, Joseph, into the carpentry business. People in his hometown of Nazareth probably thought of Jesus as a very nice man—hardworking, honest, a role model for others. (That is still how many think of Jesus today.) But around the age of thirty, the fuller truth about Jesus began to be revealed: his person, his power, his purpose. It started with Jesus standing in a river with John the Baptist. The biggest epiphany took place at a mountain, where select followers saw Jesus shining brighter than the sun. All these epiphanies—all these revelations about Jesus—changed the lives of everyone around him. In this season of Epiphany, as we follow Jesus from the river to the mountain, may they change us too.</p> <p>Join us next week for a new series: From the River to the Mountain.</p>
	Facebook	<ul style="list-style-type: none"> • Post “From the River to the Mountain” title Facebook graphic • Post “From the River to the Mountain” 1x1 video file <i>(available with or without WELS logo at end of video)</i> 	<p>Today, if someone says, “I had an epiphany,” he means he had some extremely important, life-changing revelation. That is the purpose of the season of Epiphany—to reveal important truths about Jesus Christ.</p> <p>For most of his adult life, Jesus was known simply as Mary’s son. But around the age of thirty, the fuller truth about Jesus began to be revealed: his person, his power, his purpose. All these epiphanies changed the lives of everyone around him. In this season of Epiphany, as we follow Jesus from the river to the mountain, may they change us too.</p> <p>Join us next week for a new series: From the River to the Mountain.</p>

	Social Media	<ul style="list-style-type: none"> • Post “From the River to the Mountain” title social post square graphic • Post “From the River to the Mountain” 1x1 video file <i>(available with or without WELS logo at end of video)</i> 	<p>Today, if someone says, “I had an epiphany,” he means he had some extremely important, life-changing revelation. That is the purpose of the season of Epiphany—to reveal important truths about Jesus Christ.</p> <p>For most of his adult life, Jesus was known simply as Mary’s son. But around the age of thirty, the fuller truth about Jesus began to be revealed: his person, his power, his purpose. All these epiphanies changed the lives of everyone around him. In this season of Epiphany, as we follow Jesus from the river to the mountain, may they change us too.</p> <p>Join us next week for a new series: From the River to the Mountain</p>
	Website	<ul style="list-style-type: none"> • Post theme information • Post link to “From the River to the Mountain” video on YouTube or Vimeo • Post “From the River to the Mountain” graphic 	<p>“Epiphany” comes from a Greek word that means “reveal.” Today, if someone says, “I had an epiphany,” he means he had some extremely important, life-changing revelation. Within the Church Year, that is the purpose of the season of Epiphany—to reveal important truths about Jesus Christ, truths that will indeed change your life.</p> <p>For most of his adult life, Jesus was known simply as Mary’s son. He followed his adoptive father, Joseph, into the carpentry business. People in his hometown of Nazareth probably thought of Jesus as a very nice man—hardworking, honest, a role model for others. (That is still how many think of Jesus today.) But around the age of thirty, the fuller truth about Jesus began to be revealed: his person, his power, his purpose. It started with Jesus standing in a river with John the Baptist. The biggest epiphany took place at a mountain, where select followers saw Jesus shining brighter than the sun. All these epiphanies—all these revelations about Jesus—changed the lives of everyone around him. In this</p>

			<p>season of Epiphany, as we follow Jesus from the river to the mountain, may they change us too.</p> <p>Join us next week for a new series: From the River to the Mountain.</p>
	Video	<ul style="list-style-type: none"> • Post “From the River to the Mountain” 16x9 video file to YouTube or Vimeo (<i>available with or without WELS logo at end of video</i>) • Show “From the River to the Mountain” 16x9 video file during this week’s worship announcements 	<p>Today, if someone says, “I had an epiphany,” he means he had some extremely important, life-changing revelation. That is the purpose of the season of Epiphany—to reveal important truths about Jesus Christ.</p> <p>For most of his adult life, Jesus was known simply as Mary’s son. But around the age of thirty, the fuller truth about Jesus began to be revealed: his person, his power, his purpose. All these epiphanies changed the lives of everyone around him. In this season of Epiphany, as we follow Jesus from the river to the mountain, may they change us too.</p> <p>Join us next week for a new series: From the River to the Mountain</p>
	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 	<p>Join us next week for a new series: From the River to the Mountain</p>
Sunday, January 7 <i>First Sunday after Epiphany—Baptism of Our Lord</i>	Worship folder template	Use “From the River to the Mountain” worship folder cover PDF	

<p>Theme of the Day: It Begins with Baptism</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 “From the River to the Mountain” logo graphic 	<p>At his baptism in the Jordan River, Jesus was publicly anointed with the Holy Spirit and designated by God the Father as his chosen Messiah. Thus, Jesus’ baptism was the beginning of his public ministry. Jesus’ baptism revealed that he was not just a nice guy who could make a sturdy table. He was God’s chosen servant, the one who had come to bring salvation to the ends of the earth. Jesus is the one willing to stand in our place as our substitute and Savior.</p> <p>Jesus’ baptism reveals to us who he really is. Our own baptism does the same! Our baptism was the beginning of a new and better life—eternal life!—a gift graciously given to us by our truest friend. Jesus’ ministry and our eternity with him. It begins with baptism.</p>
	<p>Facebook</p>	<ul style="list-style-type: none"> • Post “From the River to the Mountain” quote Facebook graphic 	<p>At his baptism in the Jordan River, Jesus was publicly anointed with the Holy Spirit and designated by God the Father as his chosen Messiah. Jesus’ baptism reveals to us who he really is. Our own baptism does the same! Our baptism was the beginning of a new and better life—eternal life!—a gift graciously given to us by our truest friend. It begins with baptism.</p>
	<p>Social Media</p>	<ul style="list-style-type: none"> • Post “From the River to the Mountain” quote social post square graphic 	<p>At his baptism in the Jordan River, Jesus was publicly anointed with the Holy Spirit and designated by God the Father as his chosen Messiah. Jesus’ baptism reveals to us who he really is. Our own baptism does the same! Our baptism was the beginning of a new and better life—eternal life!—a gift graciously given to us by our truest friend. It begins with baptism.</p>
	<p>Website</p>	<ul style="list-style-type: none"> • Post theme information • Post link to “From the River to the Mountain” video on YouTube or Vimeo • Post “From the River to the Mountain” graphic 	<p>At his baptism in the Jordan River Jesus was publicly anointed with the Holy Spirit and designated by God the Father as his chosen Messiah. Thus, Jesus’ baptism was the beginning of his public ministry. Jesus’ baptism revealed that he was not just a nice guy who could make a sturdy table. He was God’s chosen servant, the one who had come</p>

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Sunday, January 14 <i>Second Sunday after Epiphany</i>	Worship folder template	Use "From the River to the Mountain" worship folder cover PDF	
Theme of the Day: The Kindness in His Calling	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include "From the River to the Mountain" logo graphic 	<p>We try to hide our faults and failures from others. We want people to see us at our best. Perhaps we assume that if people knew what we were really like, they would want nothing to do with us. There's no hiding anything from God. He is all-seeing and all-knowing. Christ Jesus has witnessed our very worst, even the sins that only occurred in our heads. The psalmist says, "You perceive my thoughts from afar. You are familiar with all my ways" (139:2,3). Yet even though Jesus knows all our faults and failures, he badly wants something to do with us. So, he calls us to follow him. He wants us to be with him, secure in his love of forgiveness. Here is this week's epiphany: Jesus shows kindness when he calls us to discipleship. More, he shows kindness by giving us the ability to answer that call, so that we might always be near him and his blessing.</p>

	Facebook	<ul style="list-style-type: none"> • Post “From the River to the Mountain” quote Facebook graphic 	<p>We try to hide our faults and failures from others. We want people to see us at our best. But there’s no hiding anything from God. Yet even though Jesus knows all our faults and failures, he badly wants something to do with us. So, he calls us to follow him. Here is this week’s epiphany: Jesus shows kindness when he calls us to discipleship. More, he shows kindness by giving us the ability to answer that call, so that we might always be near him and his blessing.</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) 	<p>The Kindness in His Calling</p>

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Sunday, January 21 <i>Third Sunday after Epiphany</i>	Worship folder template	Use “From the River to the Mountain” worship folder cover PDF	
Theme of the Day: Committed to a Lofty Charge	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “From the River to the Mountain” logo graphic 	To whom does the work of salvation belong? Simple question. There is only one Savior. But this is how good Jesus is. So that our lives might have profound meaning and eternal purpose, he shares some of that work with us. He calls us not just to be followers, but to be follower-makers. Jesus asks some—prophets, apostles, pastors, missionaries, teachers—to do this full time. But ultimately Jesus asks all believers to serve as his ambassadors, sharing the gospel with whomever he brings into our sphere of influence. This lofty charge requires commitment—a willingness to abandon everything else should faithfulness require it. This is the life-changing revelation for this week. Jesus has committed us to a lofty charge: the privilege to play a role in his saving work.
	Facebook	<ul style="list-style-type: none"> • Post “From the River to the Mountain” quote Facebook graphic 	To whom does the work of salvation belong? Simple question. There is only one Savior. But this is how good Jesus is. So that our lives might have profound meaning and eternal purpose, he shares some of that work with us. Ultimately Jesus asks all believers to serve as his ambassadors, sharing the gospel with whomever he brings into our sphere of influence. This is the life-changing revelation for this week. Jesus has committed us to a lofty charge: the privilege to play a role in his saving work.
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Sunday, January 28 <i>Fourth Sunday after Epiphany</i>	Worship folder template	Use “From the River to the Mountain” worship folder cover PDF	
Theme of the Day: Absolute Authority	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter 	Authority is the power to determine what happens, the ability to give direction or even commands. Authority is limited. Authority is limited in duration. Parents have

		<ul style="list-style-type: none"> • Include “From the River to the Mountain” logo graphic 	<p>authority over their children until they grow up and move out. Authority is limited in scope. A governor has authority over the people of his state only, not the neighboring state. Authority is limited by levels. A manager has authority over employees unless the company owner—a higher authority—demotes him. Authority is limited in duration and scope. It is limited by higher levels of authority.</p> <p>This week we see that there is one man—only one!—who has absolute authority. There is no one, not even the demons, who is outside his authority. As the Son of God there is no higher authority than Jesus. And his authority is everlasting. But here is the best part of this epiphany: Jesus graciously uses his absolute authority for our benefit and blessing.</p>
	Facebook	<ul style="list-style-type: none"> • Post “From the River to the Mountain” quote Facebook graphic 	<p>This week we see that there is one man—only one!—who has absolute authority. There is no one, not even the demons, who is outside his authority. As the Son of God there is no higher authority than Jesus. And his authority is everlasting. But here is the best part of this epiphany: Jesus graciously uses his absolute authority for our benefit and blessing.</p>
	Social Media	<ul style="list-style-type: none"> • Post “From the River to the Mountain” quote social post square graphic 	<p>This week we see that there is one man—only one!—who has absolute authority. There is no one, not even the demons, who is outside his authority. As the Son of God there is no higher authority than Jesus. And his authority is everlasting. But here is the best part of this epiphany: Jesus graciously uses his absolute authority for our benefit and blessing.</p>
	Website	<ul style="list-style-type: none"> • Post theme information • Post link to “From the River to the Mountain” video on YouTube or Vimeo 	<p>Authority is the power to determine what happens, the ability to give direction or even commands. Authority is limited. Authority is limited in duration. Parents have authority over their children until they grow up and move out. Authority is limited in scope. A governor has authority</p>

		<ul style="list-style-type: none"> • Post “From the River to the Mountain” graphic 	<p>over the people of his state only, not the neighboring state. Authority is limited by levels. A manager has authority over employees unless the company owner—a higher authority—demotes him. Authority is limited in duration and scope. It is limited by higher levels of authority.</p> <p>This week we see that there is one man—only one!—who has absolute authority. There is no one, not even the demons, who is outside his authority. As the Son of God there is no higher authority than Jesus. And his authority is everlasting. But here is the best part of this epiphany: Jesus graciously uses his absolute authority for our benefit and blessing.</p>
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Sunday, February 4 <i>Fifth Sunday after Epiphany</i>	Worship folder template	Use “From the River to the Mountain” worship folder cover PDF	
Theme of the Day: The Devil’s Work Undone	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “From the River to the Mountain” logo graphic 	<p>Martin Luther once said, “Where God built a church, there the devil would also build a chapel.” Satan and the other demons hate God. They demonstrate hatred by hurting those that God loves in any way they can. The epiphany Christ wants us to have is this: demons are real, they are plenteous, and they are dangerous. But Christ would also have us see that he is continually undoing the devil’s work. More, through his Word, Christ Jesus gives us the power to resist the devil and stand firm in the faith.</p>

	Facebook	<ul style="list-style-type: none"> • Post “From the River to the Mountain” quote Facebook graphic 	<p>Martin Luther once said, “Where God built a church, there the devil would also build a chapel.” Satan and the other demons hate God. They demonstrate hatred by hurting those that God loves in any way they can. The epiphany Christ wants us to have is this: demons are real, they are plenteous, and they are dangerous. But Christ would also have us see that he is continually undoing the devil’s work. More, through his Word, Christ Jesus gives us the power to resist the devil and stand firm in the faith.</p>
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	Website	<ul style="list-style-type: none"> • Post theme information • Post link to “From the River to the Mountain” video on YouTube or Vimeo • Post “From the River to the Mountain” graphic 	<p>Martin Luther once said, “Where God built a church, there the devil would also build a chapel.” Satan and the other demons hate God. They demonstrate hatred by hurting those that God loves in any way they can. The epiphany Christ wants us to have is this: demons are real, they are plenteous, and they are dangerous. But Christ would also have us see that he is continually undoing the devil’s work. More, through his Word, Christ Jesus gives us the power to resist the devil and stand firm in the faith.</p>
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<p>Sunday, February 11 <i>Last Sunday after Epiphany—The Transfiguration of Our Lord</i></p>	<p>Worship folder template</p>	<p>Use “From the River to the Mountain” worship folder cover PDF</p>	
<p>Theme of the Day: A Glimpse of His True Glory</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 “From the River to the Mountain” logo graphic 	<p>We began this worship series in the Jordan River. At his baptism, Jesus heard his Father’s glorious voice: “You are my Son, whom I love” (Mark 1:11). From that day, in word and deed, Jesus began to reveal more about himself. He demonstrated the extent of his authority and power and love. Along the way, we had an epiphany. Jesus has to be the very Son of God! Yet, Jesus looked so normal, like an ordinary carpenter or your average rabbi or just another prophet. Until today. We have traveled from the river to the mountain. Today, on the Mount of Transfiguration, Jesus gives us a glimpse of his true glory. As we see him in his dazzling brilliance, the Father speaks again, this time to us: “This is my Son, whom I love. Listen to him!”</p> <p>This final epiphany prepares us for the journey of Lent where we will witness the most glorious work that Jesus would do when he came down from this mountain.</p>
	<p>Facebook</p>	<ul style="list-style-type: none"> • Post “From the River to the Mountain” quote Facebook graphic 	<p>We began this worship series in the Jordan River. We have traveled from the river to the mountain. At worship this week, on the Mount of Transfiguration, Jesus gives us a glimpse of his true glory. This final epiphany prepares us for the journey of Lent where we will witness the most glorious work that Jesus would do when he came down from this mountain.</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 worship or during announcements this week 	A Glimpse of His True Glory