



PUBLICITY CHECKLIST

Advent 2021

SERIES THEME: *WHEN THE LORD COMES NEAR*

“Advent” is a Latin word that means “coming.” The season of Advent is the four-week period before Christmas that the Church uses to connect the two “comings” of Christ. The first time the Lord came into our world it was as a tiny, helpless baby, born in a manger in Bethlehem. However, when Jesus comes again, it will be in all his power and glory with his angelic army behind him. He will be coming as judge at the end of time. Let us use these four weeks to see how the events of Jesus’ first coming remove all our fears about his second coming. We can hold our heads high *when the Lord comes near*.

Date	Channel	Action	Wording
<p>Week of November 21 <i>Introduce Advent theme (could introduce theme for one or two weeks before Advent)</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 “When the Lord Comes Near” graphic 	<p>“Advent” is a Latin word that means “coming.” The season of Advent is the four-week period before Christmas that the Church uses to connect the two “comings” of Christ. The first time the Lord came into our world it was as a tiny, helpless baby, born in a manger in Bethlehem. However, when Jesus comes again, it will be in all his power and glory with his angelic army behind him. He will be coming as judge at the end of time. Let us use these four weeks to see how the events of Jesus’ first coming remove all our fears about his second coming. We can hold our heads high <i>when the Lord comes near</i>.</p>
	<p>Facebook</p>	<p>Post “When the Lord Comes Near” 1x1 video file</p>	<p>“Advent” is a Latin word that means “coming.” The season of Advent is the four-week period before Christmas that the Church uses to connect the two “comings” of Christ. Let us use these four weeks to see how the events of Jesus’ first coming remove all our fears about his second coming. We can hold our heads high <i>when the Lord comes near</i>.</p>
	<p>Instagram</p>	<p>Post “When the Lord Comes Near” 1x1 video file</p>	<p>“Advent” is a Latin word that means “coming.” The season of Advent is the four-week period before Christmas that the Church uses to connect the two “comings” of Christ. Let us</p>

			use these four weeks to see how the events of Jesus' first coming remove all our fears about his second coming. We can hold our heads high <i>when the Lord comes near</i> .
	Video	<ul style="list-style-type: none"> • Post "When the Lord Comes Near" 16x9 video file to YouTube or Vimeo • Show "When the Lord Comes Near" 16x9 video file during this week's worship announcements 	"Advent" is a Latin word that means "coming." The season of Advent is the four-week period before Christmas that the Church uses to connect the two "comings" of Christ. Let us use these four weeks to see how the events of Jesus' first coming remove all our fears about his second coming. We can hold our heads high <i>when the Lord comes near</i> .
	Website	<ul style="list-style-type: none"> • Post theme information • Post link to "When the Lord Comes Near" video on YouTube or Vimeo • Post "When the Lord Comes Near" graphic 	"Advent" is a Latin word that means "coming." The season of Advent is the four-week period before Christmas that the Church uses to connect the two "comings" of Christ. The first time the Lord came into our world it was as a tiny, helpless baby, born in a manger in Bethlehem. However, when Jesus comes again, it will be in all his power and glory with his angelic army behind him. He will be coming as judge at the end of time. Let us use these four weeks to see how the events of Jesus' first coming remove all our fears about his second coming. We can hold our heads high <i>when the Lord comes near</i> .
	PowerPoint slide	Show on digital display screens before and after worship or during announcements this week	When the Lord Comes Near
	Animated logo	Use for livestreams or for the video recording/editing process	
Week of November 28 <i>1st Sunday in Advent</i>	Worship folder template	Use "When the Lord Comes Near" worship folder cover PDF	
Theme of the Day: When the Lord Comes Near, He Humbles Himself	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter 	What would it be like to meet God? We know he is almighty and holy. He loathes sin. No wonder that when God appears to his Old Testament people, their first response is typically terror. But when Jesus Christ came into our world, he hid his

		<ul style="list-style-type: none"> • Include “When the Lord Comes Near” graphic 	glory and power. He humbled himself so that sinners would be drawn to him rather than driven away in fear.
	Facebook	Post “When the Lord Comes Near” Facebook graphic	What would it be like to meet God? It would be terrifying. But when Jesus came, he humbled himself so that sinners would be drawn to him rather than driven away in fear.
	Instagram	Post “When the Lord Comes Near” Instagram graphic	What would it be like to meet God? It would be terrifying. But when Jesus came, he humbled himself so that sinners would be drawn to him rather than driven away in fear.
	PowerPoint slide	Show on digital display screens before and after weekend worship	When the Lord Comes Near, He Humbles Himself
Week of December 5 <i>2nd Sunday in Advent</i>	Worship folder template	Use “When the Lord Comes Near” worship folder cover PDF	
Theme of the Day: When the Lord Comes Near, He Humbles His People	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “When the Lord Comes Near” graphic 	People tend to feel a lot of pressure this time of year. We want our houses to look good for out-of-town guests. We want to impress people with the thoughtfulness of our gifts. What a welcome relief, therefore, to hear what is required to meet the Lord: only repentance. You see, Jesus is not someone we need to impress with our good works. Indeed, repentance is the opposite of work. Repentance is the humble admission of our sin combined with the joyful trust that everything needed to bring us close to God has already been done by him.
	Facebook	Post “When the Lord Comes Near” Facebook graphic	Are you feeling the pressure yet? Is your house ready? What about the gifts? Thankfully, all that is required to get our hearts ready for Jesus is to repent and humble ourselves.
	Instagram	Post “When the Lord Comes Near” Instagram graphic	Are you feeling the pressure yet? Is your house ready? What about the gifts? Thankfully, all that is required to get our hearts ready for Jesus is to repent and humble ourselves.
	PowerPoint slide	Show on digital display screens before and after weekend worship	When the Lord Comes Near, He Humbles His People
Week of December 12 <i>3rd Sunday in Advent</i>	Worship folder template	Use “When the Lord Comes Near” worship folder cover PDF	

<p>Theme of the Day: When the Lord Comes Near, He Humbles His Enemies</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 “When the Lord Comes Near” graphic 	<p>Last week we saw that the Lord sends messengers to call us to repentance. This week we learn that those who refuse to heed that call to humble themselves will be humbled anyway. The Lord who once came near in flesh and now comes near in Word and Sacrament will one day come near with consuming fire and judgment. The Lord will humble his enemies. This truth does two important things. First, it adds urgency to God’s Advent call to repentance. Second, it gives us comfort when we, as God’s people, experience opposition from the world. Those who oppress and harm God’s people will face justice.</p>
	<p>Facebook</p>	<p>Post “When the Lord Comes Near” Facebook graphic</p>	<p>When Jesus returns, he will humble his enemies. This truth adds urgency the God’s Advent call to repentance. It also comforts us when we, as God’s people, experience opposition from the world.</p>
	<p>Instagram</p>	<p>Post “When the Lord Comes Near” Instagram graphic</p>	<p>When Jesus returns, he will humble his enemies. This truth adds urgency the God’s Advent call to repentance. It also comforts us when we, as God’s people, experience opposition from the world.</p>
	<p>PowerPoint slide</p>	<p>Show on digital display screens before and after weekend worship</p>	<p>When the Lord Comes Near, He Humbles His Enemies</p>
<p>Week of December 19 <i>4th Sunday in Advent</i></p>	<p>Worship folder template</p>	<p>Use “When the Lord Comes Near” worship folder cover PDF</p>	
<p>Theme of the Day: When the Lord Comes Near, He Lifts Up the Humbled</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 “When the Lord Comes Near” graphic 	<p>By this time of the holiday season, people are often weighed down. They feel guilty about presents that are not perfect, or parties that did not go as planned, or year-end projects that did not get completed. To top it all off, now is when it dawns on people how little attention they have given to the spiritual preparation Advent invites. If that is how we feel, perhaps the frenzy of December has actually done us a favor. We have been stretched to our limits. We have been made aware of our shortcomings. We have been humbled. Perfect! For being made aware of our weaknesses</p>

			does not disqualify us from God's care. It does the opposite. It is what prepares us for the work he does best. He is a God who lifts up the humbled.
	Facebook	Post "When the Lord Comes Near" Facebook graphic	Are you feeling weighed down? Is the frenzy of the season getting to you? Perfect! Being made aware of our weaknesses prepares us for the work that God does best. He is a God who lifts up the humbled.
	Instagram	Post "When the Lord Comes Near" Instagram graphic	Are you feeling weighed down? Is the frenzy of the season getting to you? Perfect! Being made aware of our weaknesses prepares us for the work that God does best. He is a God who lifts up the humbled.
	PowerPoint slide	Show on digital display screens before and after weekend worship	When the Lord Comes Near, He Lifts Up the Humbled