



PUBLICITY CHECKLIST

Lent 2022

SERIES THEME: *CRUSHED*

When someone is devastated or defeated or despondent, we speak of him being “crushed.” It could be due to some agonizing loss or unrealized dreams. It could be due to carrying a crushingly heavy load of guilt over some past mistake. In a broken world, it is simply a matter of time before we feel crushed. This is why we need Lent. The word *Lent* comes from an Old English word for Spring: “lengten,” when the days grow longer. For 1,400 years, the Church has set aside the 40 days between Ash Wednesday and Easter as a time of repentance and renewal. Believers humbly acknowledge that sin is the ultimate source of all the crushing moments within life. Our sin even crushed Christ. Yet on Easter Sunday morning, Jesus took up his life again. Our Savior crushed both death and the serpent’s head. Yes, Lent is a solemn season. But it is also a season of great hope. With the psalmist we say, “The Lord saves those who are crushed in spirit.”

Date & Theme	Channel	Action	Wording
<p>Week of February 27 <i>Introduce Lent theme (could introduce theme for one or two weeks before Lent)</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 “Crushed” graphic 	<p>When someone is devastated or defeated or despondent, we speak of him being “crushed.” It could be due to some agonizing loss or unrealized dreams. It could be due to carrying a crushingly heavy load of guilt over some past mistake. In a broken world, it is simply a matter of time before we feel crushed. This is why we need Lent. The word <i>Lent</i> comes from an Old English word for Spring: “lengten,” when the days grow longer. For 1,400 years, the Church has set aside the 40 days between Ash Wednesday and Easter as a time of repentance and renewal. Believers humbly acknowledge that sin is the ultimate source of all the crushing moments within life. Our sin even crushed Christ. Yet on Easter Sunday morning, Jesus took up his life again. Our Savior crushed both death and the serpent’s head. Yes, Lent is a solemn season. But it is also a season of great</p>

			hope. With the psalmist we say, “The Lord saves those who are crushed in spirit.”
	Facebook	Post “Crushed” 1x1 video file <i>(versions available with or without WELS logo at end of video)</i>	Do you sometimes feel “crushed”? In a broken world, it is simply a matter of time before we feel crushed. This is why we need Lent. Sin is the ultimate source of all the crushing moments within life, and our sin even crushed Christ. Yet on Easter Sunday morning, Jesus took up his life again and crushed both death and the serpent’s head. Yes, Lent is a solemn season. But it is also a season of great hope.
	Instagram	Post “Crushed” 1x1 video file <i>(versions available with or without WELS logo at end of video)</i>	Do you sometimes feel “crushed”? In a broken world, it is simply a matter of time before we feel crushed. This is why we need Lent. Sin is the ultimate source of all the crushing moments within life, and our sin even crushed Christ. Yet on Easter Sunday morning, Jesus took up his life again and crushed both death and the serpent’s head. Yes, Lent is a solemn season. But it is also a season of great hope.
	Video	<ul style="list-style-type: none"> • Post “Crushed” 16x9 video file to YouTube or Vimeo <i>(versions available with or without WELS logo at end of video)</i> • Show “Crushed” 16x9 video file during this week’s worship announcements 	Do you sometimes feel “crushed”? In a broken world, it is simply a matter of time before we feel crushed. This is why we need Lent. Sin is the ultimate source of all the crushing moments within life, and our sin even crushed Christ. Yet on Easter Sunday morning, Jesus took up his life again and crushed both death and the serpent’s head. Yes, Lent is a solemn season. But it is also a season of great hope.
	Website	<ul style="list-style-type: none"> • Post theme information • Post link to “Crushed” video on YouTube or Vimeo • Post “Crushed” graphic 	When someone is devastated or defeated or despondent, we speak of him being “crushed.” It could be due to some agonizing loss or unrealized dreams. It could be due to carrying a crushingly heavy load of guilt over some past mistake. In a broken world, it is simply a matter of time before we feel crushed. This is why we need Lent. The word <i>Lent</i> comes from an Old English word for Spring: “lengten,” when the days grow longer. For 1,400 years, the Church has set aside the 40 days between Ash Wednesday and Easter as a time of repentance and renewal. Believers humbly acknowledge that sin is the ultimate source of all the

			crushing moments within life. Our sin even crushed Christ. Yet on Easter Sunday morning, Jesus took up his life again. Our Savior crushed both death and the serpent's head. Yes, Lent is a solemn season. But it is also a season of great hope. With the psalmist we say, "The Lord saves those who are crushed in spirit."
	PowerPoint slide	<ul style="list-style-type: none"> • Use "Crushed" PowerPoint jpg file • Show on digital display screens before and after worship or during announcements this week 	
	PowerPoint logo	<ul style="list-style-type: none"> • Use "Crushed" PowerPoint logo file • Show on digital display screens before and after worship or during announcements this week 	Do you sometimes feel "crushed"? This is why we need Lent. Yes, Lent is a solemn season. But it is also a season of great hope.
	Animated logo	Use for livestreams or for the video recording/editing process	
Wednesday, March 2 <i>Ash Wednesday</i>	Worship folder template	Use "Crushed" worship folder cover PDF	
Theme of the Day: Self-Righteousness Is Crushed by Repentance	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include "Crushed" graphic 	When mankind fell into sin, God cursed. "Dust you are and to dust you will return" (Genesis 3:19). Sin brings death, and together they wreck everything. Sin is the source of all pain. Death robs us of everything and everyone we hold dear. Sinful man's response is to try and minimize his sin. Sinful man tries to balance the scales. "I might sin, but look at how much good I do!" He tries comparing himself to others. "At least I'm not as sinful as my neighbor." Such self-righteous thoughts lead to eternal death. We need the Spirit to give us a repentant heart. As we begin the season of Lent, we remember that because death will one day reduce us to

			ashes, our hearts need to be reduced to ashes in repentance now.
	Facebook	Post "Crushed" Facebook graphic	We are all sinful, but we try to minimize our sin and try comparing ourselves to others. "At least I'm not as sinful as my neighbor." Such self-righteousness leads to eternal death. We need the Spirit to give us a repentant heart. As we begin the season of Lent, we remember that because death will one day reduce us to ashes, our hearts need to be reduced to ashes in repentance now.
	Instagram	Post "Crushed" Instagram graphic	We are all sinful, but we try to minimize our sin and try comparing ourselves to others. "At least I'm not as sinful as my neighbor." Such self-righteousness leads to eternal death. We need the Spirit to give us a repentant heart. As we begin the season of Lent, we remember that because death will one day reduce us to ashes, our hearts need to be reduced to ashes in repentance now.
	PowerPoint slide	<ul style="list-style-type: none"> • Use "Crushed" PowerPoint png file • Show on digital display screens before and after worship or during announcements this week 	Self-Righteousness Is Crushed by Repentance
	PowerPoint logo	<ul style="list-style-type: none"> • Use "Crushed" PowerPoint logo file • Show on digital display screens before and after worship or during announcements this week 	Self-Righteousness Is Crushed by Repentance
Week of March 6 <i>1st Sunday in Lent</i>	Worship folder template	Use "Crushed" worship folder cover PDF	
Theme of the Day: Our Temptation Is	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter 	It was a custom known as "battle by champion." Two opposing armies would send out their best warrior to fight each other. That is what we see this week. The demons

Crushed by Christ's Obedience		<ul style="list-style-type: none"> • Include "Crushed" graphic 	send their champion: Satan. Humanity's best warrior, Jesus Christ, steps forward to meet him. In this fight he does not use his divine power. He uses the same weapon we have: God's Word. Because Christ fought the battle against Satan as one of us, he won that battle for all of us. Jesus is our perfect substitute. Even as the devil still seethes in rage against us, we can face him and his temptations unafraid, confident that our champion has already won the victory.
	Facebook	Post "Crushed" Facebook graphic	Because Jesus Christ fought the battle against our enemy, Satan, as one of us, he won that battle for all of us. He is our perfect substitute. Even as the devil still seethes in rage against us, we can face him and his temptations unafraid, confident that our champion has already won the victory.
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	PowerPoint slide	<ul style="list-style-type: none"> • Use "Crushed" PowerPoint png file • Show on digital display screens before and after worship or during announcements this week 	Our Temptation Is Crushed by Christ's Obedience
	PowerPoint logo	<ul style="list-style-type: none"> • Use "Crushed" PowerPoint logo file • Show on digital display screens before and after worship or during announcements this week 	Our Temptation Is Crushed by Christ's Obedience
Week of March 13 <i>2nd Sunday in Lent</i>	Worship folder template	Use "Crushed" worship folder cover PDF	

<p>Theme of the Day: Shortcuts Are Crushed by Determination</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 “Crushed” graphic 	<p>Last week we talked about temptation. This week we see what is at the center of every temptation: a promise of a shortcut to glory. Even in a world as sharply divided as ours, there is near-universal agreement that the preferred path to the glory we seek is whichever one is shortest and easiest. To walk the path our Savior puts us on, one on which the cross comes before the crown, puts us out of step with the world. Thankfully, the determination required to walk this path starts with our Savior and not with us. Because of his determination, we are offered a glory far superior to anything the world can offer.</p>
	<p>Facebook</p>	<p>Post “Crushed” Facebook graphic</p>	<p>We would all like a shortcut to glory, on a short and easy path. But to walk the path our Savior puts us on, one on which the cross comes before the crown, puts us out of step with the world. Thankfully, the determination required to walk this path starts with our Savior and not with us. Because of his determination, we are offered a glory far superior to anything the world can offer.</p>
	<p>Instagram</p>	<p>Post “Crushed” Instagram graphic</p>	<p>We would all like a shortcut to glory, on a short and easy path. But to walk the path our Savior puts us on, one on which the cross comes before the crown, puts us out of step with the world. Thankfully, the determination required to walk this path starts with our Savior and not with us. Because of his determination, we are offered a glory far superior to anything the world can offer.</p>
	<p>PowerPoint slide</p>	<ul style="list-style-type: none"> • Use “Crushed” PowerPoint png file • Show on digital display screens before and after worship or during announcements this week 	<p>Shortcuts Are Crushed by Determination</p>
	<p>PowerPoint logo</p>	<ul style="list-style-type: none"> • Use “Crushed” PowerPoint logo file 	<p>Shortcuts Are Crushed by Determination</p>

		<ul style="list-style-type: none"> • Show on digital display screens before and after worship or during announcements this week 	
Week of March 20 <i>3rd Sunday in Lent</i>	Worship folder template	Use “Crushed” worship folder cover PDF	
Theme of the Day: False Security Is Crushed by Faithful Presence	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “Crushed” graphic 	Where is God? This is one of our most frequently asked and incorrectly answered questions. We are tempted to believe that evidence of God’s presence is found in outward circumstances. We equate good fortune with God’s favor and bad fortune with his judgment. As long as nothing terrible is happening, God must not be too angry with us, right? We are free to go on sinning. Such foolish assumptions must be crushed. Therefore, God must constantly remind us where he intends to be found—in the gospel. He makes himself present in Word and sacrament. Because he is always present, we realize the urgent need to turn away from the sin he despises. Because his presence is graciously hidden, we are drawn to him for forgiveness rather than driven away from him in fear.
	Facebook	Post “Crushed” Facebook graphic	Where is God? We are tempted to believe that evidence of God’s presence is found in outward circumstances. Therefore, God must constantly remind us where he intends to be found—in the gospel. Because he is always present, we realize the urgent need to turn away from the sin he despises. Because his presence is graciously hidden, we are drawn to him for forgiveness rather than driven away from him in fear.
	Instagram	Post “Crushed” Instagram graphic	Where is God? We are tempted to believe that evidence of God’s presence is found in outward circumstances. Therefore, God must constantly remind us where he intends to be found—in the gospel. Because he is always present, we realize the urgent need to turn away from the sin he

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	PowerPoint slide	<ul style="list-style-type: none"> • Use “Crushed” PowerPoint png file • Show on digital display screens before and after worship or during announcements this week 	False Security Is Crushed by Faithful Presence
	PowerPoint logo	<ul style="list-style-type: none"> • Use “Crushed” PowerPoint logo file • Show on digital display screens before and after worship or during announcements this week 	False Security Is Crushed by Faithful Presence
Week of March 27 <i>4th Sunday in Lent</i>	Worship folder template	Use “Crushed” worship folder cover PDF	
Theme of the Day: Our Condemnation Is Crushed by God’s Grace	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “Crushed” graphic 	We assume people get what they deserve. We assume what goes around comes around. We assume God helps those who help themselves. And all those assumptions must be crushed. God does not operate on the principle of merit but of grace. Like gravity, grace is a constant force at work in how God deals with us and how he wants us to deal with others. God’s grace: No one is beyond its reach. God never turns it off. When the weight of our sin makes us fearful of God’s condemnation, he reveals his grace yet again.
	Facebook	Post “Crushed” Facebook graphic	We assume people get what they deserve. We assume what goes around comes around. We assume God helps those who help themselves. And all those assumptions must be crushed. God does not operate on the principle of merit but of grace. God’s grace: No one is beyond its reach. When the weight of our sin makes us fearful of God’s condemnation, he reveals his grace yet again.

	Instagram	Post "Crushed" Instagram graphic	We assume people get what they deserve. We assume what goes around comes around. We assume God helps those who help themselves. And all those assumptions must be crushed. God does not operate on the principle of merit but of grace. God's grace: No one is beyond its reach. When the weight of our sin makes us fearful of God's condemnation, he reveals his grace yet again.
	PowerPoint slide	<ul style="list-style-type: none"> • Use "Crushed" PowerPoint png file • Show on digital display screens before and after worship or during announcements this week 	Our Condemnation Is Crushed by God's Grace
	PowerPoint logo	<ul style="list-style-type: none"> • Use "Crushed" PowerPoint logo file • Show on digital display screens before and after worship or during announcements this week 	Our Condemnation Is Crushed by God's Grace
Week of April 3 <i>5th Sunday in Lent</i>	Worship folder template	Use "Crushed" worship folder cover PDF	
Theme of the Day: Human Rejection Is Crushed by Divine Exaltation	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include "Crushed" graphic 	People often look to the judgment of experts. The opinion of experts can greatly influence the general population. That poses a problem when it comes to Christ. The world's experts and culturally elite generally see little value in Christ or his Word. Thankfully, Christ tells us to expect this. He also reminds us that when it comes to judgments about him and his kingdom, only one opinion matters. God the Father would render the final verdict about Christ and his work when he raised his Son from the dead. This week, we learn to evaluate the world's experts properly. They might see heaven's greatest treasure as trash. Fine. That treasure remains ours for the taking!

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	PowerPoint slide	<ul style="list-style-type: none"> • Use "Crushed" PowerPoint png file • Show on digital display screens before and after worship or during announcements this week 	Human Rejection Is Crushed by Divine Exaltation
	PowerPoint logo	<ul style="list-style-type: none"> • Use "Crushed" PowerPoint logo file • Show on digital display screens before and after worship or during announcements this week 	Human Rejection Is Crushed by Divine Exaltation