



# PUBLICITY CHECKLIST

## *Focused*

### *Season after Pentecost 2022*

**SERIES THEME: FOCUSED**

A unique feature of Luke’s Gospel is the section in the middle often called “the travel narrative.” This lengthy section began in chapter 9 when Luke told us that Jesus “resolutely set out for Jerusalem” (v. 51). While there are many events and side trips that occur during this travel narrative, Luke regularly stresses that nothing is going to dissuade Jesus from going to Jerusalem, where he will fulfill his life’s mission. Jesus was very focused.

Jesus’ mission and the purpose of this journey was not to gain an earthly crown. Throughout this travel narrative, Jesus makes clear that this world was not his real home. He teaches that this world is not our real home either. Jesus is focused on heaven. His mission is to get us there by going to Jerusalem and making the ultimate sacrifice to pay for our sin. Nothing would stop him. “He set his face like flint,” Isaiah tells us (50:7). Jesus was focused.

As we watch the focused actions of our Savior . . . as we focus carefully on his words . . . something wonderful happens. Jesus gives focus to our lives. We finally see things clearly: how to love our neighbor, the true purpose of worship, the blessing of prayer, what is treasure (and what is not). In this series, as Christ speaks to us through his Word, may he make us properly focused.

Date & Theme	Channel	Action	Wording
<b>Week of July 3</b> <i>Introduce theme</i>	Worship folder/newsletter blurb	<ul style="list-style-type: none"> <li>Place blurb in print and electronic versions of worship folder and newsletter</li> <li>Include “Focused” graphic</li> </ul>	<p>A unique feature of Luke’s Gospel is the section in the middle often called “the travel narrative.” This lengthy section began in chapter 9 when Luke told us that Jesus “resolutely set out for Jerusalem” (v. 51). While there are many events and side trips that occur during this travel narrative, Luke regularly stresses that nothing is going to dissuade Jesus from going to Jerusalem, where he will fulfill his life’s mission. Jesus was very focused.</p> <p>Jesus’ mission and the purpose of this journey was not to gain an earthly crown. Throughout this travel narrative,</p>

			<p>Jesus makes clear that this world was not his real home. He teaches that this world is not our real home either. Jesus is focused on heaven. His mission is to get us there by going to Jerusalem and making the ultimate sacrifice to pay for our sin. Nothing would stop him. “He set his face like flint,” Isaiah tells us (50:7). Jesus was focused.</p> <p>As we watch the focused actions of our Savior . . . as we focus carefully on his words . . . something wonderful happens. Jesus gives focus to our lives. We finally see things clearly: how to love our neighbor, the true purpose of worship, the blessing of prayer, what is treasure (and what is not). In this series, as Christ speaks to us through his Word, may he make us properly focused.</p>
	Facebook	Post “Focused” 1x1 video file <i>(versions available with or without WELS logo at end of video)</i>	<p>Jesus’ mission and purpose was not to gain an earthly crown. Jesus is focused on heaven. His mission is to get us there by going to Jerusalem and making the ultimate sacrifice to pay for our sin. Jesus was focused.</p> <p>As we watch the focused actions of our Savior, something wonderful happens. Jesus gives focus to our lives. In this series, as Christ speaks to us through his Word, may he make us properly focused.</p>
	Instagram	Post “Focused” 1x1 video file <i>(versions available with or without WELS logo at end of video)</i>	<p>Jesus’ mission and purpose was not to gain an earthly crown. Jesus is focused on heaven. His mission is to get us there by going to Jerusalem and making the ultimate sacrifice to pay for our sin. Jesus was focused.</p> <p>As we watch the focused actions of our Savior, something wonderful happens. Jesus gives focus to our lives. In this series, as Christ speaks to us through his Word, may he make us properly focused.</p>
	Video	<ul style="list-style-type: none"> <li>• Post “Focused” 16x9 video file to YouTube or Vimeo <i>(versions available with or without WELS logo at end of video)</i></li> </ul>	<p>Jesus’ mission and purpose was not to gain an earthly crown. Jesus is focused on heaven. His mission is to get us there by going to Jerusalem and making the ultimate sacrifice to pay for our sin. Jesus was focused.</p>

		<ul style="list-style-type: none"> <li>• Show “Focused” 16x9 video file during this week’s worship announcements</li> </ul>	<p>As we watch the focused actions of our Savior, something wonderful happens. Jesus gives focus to our lives. In this series, as Christ speaks to us through his Word, may he make us properly focused.</p>
	Website	<ul style="list-style-type: none"> <li>• Post theme information</li> <li>• Post link to “Focused” video on YouTube or Vimeo</li> <li>• Post “Focused” graphic</li> </ul>	<p>A unique feature of Luke’s Gospel is the section in the middle often called “the travel narrative.” This lengthy section began in chapter 9 when Luke told us that Jesus “resolutely set out for Jerusalem” (v. 51). While there are many events and side trips that occur during this travel narrative, Luke regularly stresses that nothing is going to dissuade Jesus from going to Jerusalem, where he will fulfill his life’s mission. Jesus was very focused.</p> <p>Jesus’ mission and the purpose of this journey was not to gain an earthly crown. Throughout this travel narrative, Jesus makes clear that this world was not his real home. He teaches that this world is not our real home either. Jesus is focused on heaven. His mission is to get us there by going to Jerusalem and making the ultimate sacrifice to pay for our sin. Nothing would stop him. “He set his face like flint,” Isaiah tells us (50:7). Jesus was focused.</p> <p>As we watch the focused actions of our Savior . . . as we focus carefully on his words . . . something wonderful happens. Jesus gives focus to our lives. We finally see things clearly: how to love our neighbor, the true purpose of worship, the blessing of prayer, what is treasure (and what is not). In this series, as Christ speaks to us through his Word, may he make us properly focused.</p>
	PowerPoint slide	<ul style="list-style-type: none"> <li>• Use “Focused” PowerPoint file</li> <li>• Show on digital display screens before and after worship or during announcements this week</li> </ul>	

	PowerPoint logo	<ul style="list-style-type: none"> <li>• Use “Focused” PowerPoint logo file</li> <li>• Show on digital display screens before and after worship or during announcements this week</li> </ul>	<p>Life can be a blur, but God’s Word brings our lives into focus. See your life the way God does.</p> <p>Join us for a new series: Focused.</p>
<b>Sunday, July 10</b> <i>Proper 10</i>	Worship folder template	Use “Focused” worship folder cover PDF	
<b>Theme of the Day:</b> Focused Love Finds a Neighbor Rather than Avoiding One	Worship folder/newsletter blurb	<ul style="list-style-type: none"> <li>• Place blurb in print and electronic versions of worship folder and newsletter</li> <li>• Include “Focused” graphic</li> </ul>	<p>We tend to think of distraction and focus as opposites. If someone is focused, they are not easily distracted by random events and encounters. If someone is focused, every decision about how to spend time and resources is calculated. Apart from Christ that type of focus spells disaster for our neighbor. We may dismiss the needs of our neighbor, thinking, “If I spend time helping him, that will distract me from other things I should be focused on.”</p> <p>Today, Jesus teaches us that he has set us free to live a life of such distractions. No matter the neighbor and no matter his need, we are free to act in ways that seem senseless. We are free to actively seek out a neighbor in need. We are free to bear any cost and go any distance to serve them as Christ would serve them.</p>
	Facebook	Post “Focused” Facebook graphic	<p>We tend to think of distraction and focus as opposites. If someone is focused, they are not easily distracted by random events and encounters. We may dismiss the needs of our neighbor, thinking, “If I spend time helping him, that will distract me from other things I should be focused on.”</p> <p>Jesus teaches us that he has set us free to live a life of such distractions. We are free to actively seek out a neighbor in need. We are free to bear any cost and go any distance to serve them as Christ would serve them.</p>
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			random events and encounters. We may dismiss the needs of our neighbor, thinking, "If I spend time helping him, that will distract me from other things I should be focused on." Jesus teaches us that he has set us free to live a life of such distractions. We are free to actively seek out a neighbor in need. We are free to bear any cost and go any distance to serve them as Christ would serve them.
	PowerPoint slide	<ul style="list-style-type: none"> <li>• Use "Focused" PowerPoint file</li> <li>• Show on digital display screens before and after worship or during announcements this week</li> </ul>	Focused Love Finds a Neighbor Rather than Avoiding One
	PowerPoint logo	<ul style="list-style-type: none"> <li>• Use "Focused" PowerPoint logo file</li> <li>• Show on digital display screens before and after worship or during announcements this week</li> </ul>	Focused Love Finds a Neighbor Rather than Avoiding One
<b>Sunday, July 17</b> <i>Proper 11</i>	Worship folder template	Use "Focused" worship folder cover PDF	
<b>Theme of the Day:</b> Focused Worship Seeks Service from Jesus More than Service for Jesus	Worship folder/newsletter blurb	<ul style="list-style-type: none"> <li>• Place blurb in print and electronic versions of worship folder and newsletter</li> <li>• Include "Focused" graphic</li> </ul>	We call worship a "service." Which raises the question: Who is serving whom? In answering that question, it is easy to focus on what we do in worship. "I set aside time in my week to come to church. I am singing praise to God. I brought him an offering. Clearly, I am serving him." True enough. However, as God speaks this week, he clarifies our focus, letting us see that worship is primarily about him serving us. Through Word and sacrament, he delivers every spiritual gift he wants us to receive. Our service to God is good. His service for us is perfect. Our service to God is important. His service for us is essential. God loves our service to him. But we desperately need his service for us. Receiving his service is actually the highest form of worship.

			“God wants to be worshipped through faith so that we receive from him those things he promises and offers” (Apology of the Augsburg Confession, Article IV).
	Facebook	Post “Focused” Facebook graphic	We call worship a “service.” Which raises the question: Who is serving whom? In answering that question, it is easy to focus on what <u>we</u> do in worship. However, as God speaks this week, he clarifies our focus, letting us see that worship is primarily about him serving us. Receiving his service is actually the highest form of worship.
	Instagram	Post “Focused” Instagram graphic	We call worship a “service.” Which raises the question: Who is serving whom? In answering that question, it is easy to focus on what <u>we</u> do in worship. However, as God speaks this week, he clarifies our focus, letting us see that worship is primarily about him serving us. Receiving his service is actually the highest form of worship.
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<b>Sunday, July 24</b> <i>Proper 12</i>	Worship folder template	Use “Focused” worship folder cover PDF	
<b>Theme of the Day:</b> Focused Prayer Claims What God Wants for Us, Not What We Want From Him	Worship folder/newsletter blurb	<ul style="list-style-type: none"> <li>• Place blurb in print and electronic versions of worship folder and newsletter</li> <li>• Include “Focused” graphic</li> </ul>	In a sense, prayer comes naturally to us. We want so we ask. We hurt so we cry out. We are frustrated so we vent. We are blessed so we give thanks. So we sometimes define prayer as “speaking to God from the heart.” Seems so easy. What does not come naturally, however, is the focused

			<p>prayer God wants for us. We need focus when it comes to the basis of our prayers. Our prayers are based entirely on the unique and unearned relationship with have with God, our Father. We also need focus when it comes to the content of our prayers. Yes, we can speak from the heart and ask for anything we want. But our Father invites us to pray specifically for the things he wants to give us. Prayer is the opportunity to bring our will into conformity with God's will, not the other way around. We have much to learn about prayer. So, along with Jesus' disciples, we say, "Lord, teach us to pray" (Luke 11:1).</p>
	Facebook	Post "Focused" Facebook graphic	<p>In a sense, prayer comes naturally to us. We want so we ask. We hurt so we cry out. We are frustrated so we vent. We are blessed so we give thanks. So we sometimes define prayer as "speaking to God from the heart." Seems so easy. What does not come naturally, however, is the focused prayer God wants for us. Prayer is the opportunity to bring our will into conformity with God's will, not the other way around. We have much to learn about prayer.</p>
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<b>Sunday, July 31</b> <i>Proper 13</i>	Worship folder template	Use "Focused" worship folder cover PDF	
<b>Theme of the Day:</b> Focused Living Properly Values Earthly Wealth	Worship folder/newsletter blurb	<ul style="list-style-type: none"> <li>Place blurb in print and electronic versions of worship folder and newsletter</li> <li>Include "Focused" graphic</li> </ul>	Jesus wants focused followers. However, one of the things that can most easily get in the way of our focus is our earthly possessions. It is no surprise, therefore, that Jesus' words so frequently focus his followers on wealth. Jesus' followers don't reject earthly wealth or despise it. They can be grateful for every good gift that comes from the hand of God. However, Jesus' followers value earthly wealth correctly. They understand what earthly wealth can and cannot do. They don't give earthly wealth a role in their lives it will never be able to fill. This week we focus on the fact that the identity and security earthly wealth can never provide is found fully and freely in Christ.
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<b>Sunday, August 7</b> <i>Proper 14</i>	Worship folder template	Use “Focused” worship folder cover PDF	
<b>Theme of the Day:</b> Focused Living Properly Values Heavenly Treasure	Worship folder/newsletter blurb	<ul style="list-style-type: none"> <li>• Place blurb in print and electronic versions of worship folder and newsletter</li> <li>• Include “Focused” graphic</li> </ul>	Last week Jesus warned us against overvaluing earthly wealth. This week Jesus warns against undervaluing heavenly treasure. Last week, Jesus exposed the folly of greed. This week, Jesus exposes the folly of worry, even when faced with the prospect of having a shortage of earthly wealth. This week might be the bigger challenge! When it seems we lack providence or protection for our daily lives, it can be hard to avoid worry. But Jesus focuses us. He points to creatures that do not labor or toil, yet are daily fed and clothed. Even more Jesus points to our Father who promises to give us the heavenly treasures of his kingdom. Jesus assures us that Father will throw in needed earthly possessions as well. We can pursue heavenly treasure wholeheartedly, confident that our Father knows all we need.
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			<p>heavenly treasure. Last week, Jesus exposed the folly of greed. This week, Jesus exposes the folly of worry, even when faced with the prospect of having a shortage of earthly wealth. When it seems we lack providence or protection for our daily lives, it can be hard to avoid worry. But Jesus focuses us. We can pursue heavenly treasure wholeheartedly, confident that our Father knows all we need.</p>
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	PowerPoint logo	<ul style="list-style-type: none"> <li>• Use "Focused" PowerPoint logo file</li> <li>• Show on digital display screens before and after worship or during announcements this week</li> </ul>	Focused Living Properly Values Heavenly Treasure