



PUBLICITY CHECKLIST

The Festival of the Reformation

2022

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

SERIES THEME: *THE TRUTH WILL SET YOU FREE (The Festival of the Reformation)*

We value freedom and strive to protect freedoms. But do we truly understand freedom? Freedom for many means doing what you want without control or coercion. Jesus helps us to understand true freedom: “If you hold to my teaching, you are really my disciples. Then you will know the truth, and the truth will set you free” (Gospel). Jesus says that you will never be free by living however you want. Take that attitude towards life and you’ll be a slave. You’ll only be free—spiritually, emotionally, eternally—“If you hold to my teaching” and therefore “know the truth.”

A key principle Martin Luther established through the Reformation is sola scriptura, Scripture alone. Luther thought it was the answer to all of life’s fundamental questions. On what basis is a belief or practice justified or rejected? Scripture alone. Who or what is the final arbiter of truth? Scripture alone. Heirs of the Reformation still bind themselves to Scripture. Does restricting ourselves in this manner curtail freedom? Just the opposite is true. God’s divinely inspired truth brings freedom. It frees us from slavery to sinful delusions, the burden of guilt, and any earthly power. This week we see that when we willingly bind ourselves to truth, Jesus keeps his promise. The truth sets us free.

Date & Theme	Channel	Action	Wording
Week of October 23 <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 Festival of the Reformation” logo graphic 	We value freedom and strive to protect freedoms. But do we truly understand freedom? Freedom for many means doing what you want without control or coercion. Jesus helps us to understand true freedom: “If you hold to my teaching, you are really my disciples. Then you will know the truth, and the truth will set you free” (Gospel). Jesus says that you will never be free by living however you want. Take that attitude towards life and you’ll be a slave. You’ll only be free—spiritually, emotionally, eternally—“If you hold to my teaching” and therefore “know the truth.”

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	Social Media	<ul style="list-style-type: none"> • Post "The Festival of the Reformation" Instagram story graphic • Post "The Festival of the Reformation" social media graphic and wording 	<p>We value freedom and strive to protect freedoms. But do we truly understand freedom? Freedom for many means doing what you want without control or coercion. Jesus helps us to understand true freedom: "If you hold to my teaching, you are really my disciples. Then you will know the truth, and the truth will set you free."</p> <p>Heirs of the Reformation still bind themselves to Scripture. We see that when we willingly bind ourselves to truth, Jesus keeps his promise. The truth sets us free.</p> <p>Join us next week for the Festival of the Reformation.</p>
	Website	<ul style="list-style-type: none"> • Post theme information • Post "The Festival of the Reformation" graphic 	<p>We value freedom and strive to protect freedoms. But do we truly understand freedom? Freedom for many means doing what you want without control or coercion. Jesus helps us to understand true freedom: "If you hold to my teaching, you are really my disciples. Then you will know the truth, and the truth will set you free" (Gospel). Jesus says that you will never be free by living however you want. Take that attitude towards life and you'll be a slave. You'll only be</p>

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	Digital display graphics (2 slide options)	<ul style="list-style-type: none"> • 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 the Festival of the Reformation.
Sunday, October 30	Worship folder template	Use “The Festival of the Reformation” worship folder cover	
Theme of the Day: The Truth Will Set You Free (<i>The Festival of the Reformation</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 Festival of the Reformation” logo graphic 	We value freedom and strive to protect freedoms. But do we truly understand freedom? Freedom for many means doing what you want without control or coercion. Jesus helps us to understand true freedom: “If you hold to my teaching, you are really my disciples. Then you will know the truth, and the truth will set you free” (Gospel). Jesus says that you will never be free by living however you want. Take that attitude towards life and you’ll be a slave. You’ll only be

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	<p>Digital display graphics (2 slide options)</p>	<ul style="list-style-type: none"> • Title slide (4x3 or 16x9) • Icon slide (4x3 or 16x9) • Show on small screens (4x3) or digital display screens (16x9) before worship this week 	<p>The Festival of the Reformation</p>