



## PUBLICITY CHECKLIST

*Epiphany 2026 - Year A*

**PLEASE NOTE:** Most publicity materials are available in both English and Spanish.

**SERIES THEME: Identity Revealed**

“Epiphany” comes from a Greek word that means “reveal.” It is the season when you see Jesus begin his public ministry, revealing the reason the Son of God came to earth. During Epiphany, you will come to understand that when the true identity of Jesus is revealed, you realize your own true identity as well.

Date & Theme	Channel	Action	Wording
<b>Week of January 5 (or prior)</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 “Identity Revealed” logo graphic (multiple versions available)</li></ul>	<p>“Epiphany” comes from a Greek word that means “reveal.” It is the season when you see Jesus begin his public ministry, revealing the reason the Son of God came to earth. During Epiphany, you will come to understand that when the true identity of Jesus is revealed, you realize your own true identity as well.</p> <p>Join us for a new series: Identity Revealed</p>

	Facebook	<ul style="list-style-type: none"> <li>• Post “Identity Revealed” title Facebook graphic</li> <li>• Post “Identity Revealed” 1x1 video file <i>(with or without WELS logo)</i></li> </ul>	<p>“Epiphany” comes from a Greek word that means “reveal.” It is the season when you see Jesus begin his public ministry, revealing the reason the Son of God came to earth. During Epiphany, you will come to understand that when the true identity of Jesus is revealed, you realize your own true identity as well.</p> <p>Join us for a new series: Identity Revealed</p>
	Social Media	<ul style="list-style-type: none"> <li>• Post “Identity Revealed” title Facebook graphic</li> <li>• Post “Identity Revealed” 1x1 video file <i>(with or without WELS logo)</i></li> </ul>	<p>“Epiphany” comes from a Greek word that means “reveal.” It is the season when you see Jesus begin his public ministry, revealing the reason the Son of God came to earth. During Epiphany, you will come to understand that when the true identity of Jesus is revealed, you realize your own true identity as well.</p> <p>Join us for a new series: Identity Revealed</p>
	Video	<ul style="list-style-type: none"> <li>• Post “Identity Revealed” 16x9 video file to YouTube or Vimeo <i>(versions available with or without WELS logo at end of video)</i></li> <li>• Show “Identity Revealed” 16x9 video file during this week’s announcements</li> </ul>	<p>“Epiphany” comes from a Greek word that means “reveal.” It is the season when you see Jesus begin his public ministry, revealing the reason the Son of God came to earth. During Epiphany, you will come to understand that when the true identity of Jesus is revealed, you realize your own true identity as well.</p> <p>Join us for a new series: Identity Revealed</p>
	Website	<ul style="list-style-type: none"> <li>• Post theme information</li> <li>• Post link to “Identity Revealed” video on YouTube or Vimeo</li> <li>• Post “Identity Revealed” graphic</li> </ul>	<p>“Epiphany” comes from a Greek word that means “reveal.” It is the season when you see Jesus begin his public ministry, revealing the reason the Son of God came to earth. During Epiphany, you will come to understand that when the true identity of Jesus is revealed, you realize your own true identity as well.</p>

			Join us for a new series: Identity Revealed
	Digital display graphics (multiple slide options available)	<ul style="list-style-type: none"> <li>• 4x3 for small screens</li> <li>• 16x9 for large screens</li> <li>• Show on digital display screens before and after worship or during announcements</li> </ul>	Join us for a new series: Identity Revealed
<b>Week of January 11</b> <i>First Sunday after Epiphany – Baptism of Our Lord</i>	Worship folder template	<ul style="list-style-type: none"> <li>• Use “Identity Revealed” worship folder cover PDF</li> </ul>	
<b>Theme of the Day:</b> <i>Jesus Is the Christ, the Anointed One</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 “Identity Revealed” logo graphic</li> </ul>	<p>“Christ” is not the family name of Jesus. It is a title. The Greek word “Christ” and the Hebrew word “Messiah” both mean the same thing: “The Anointed One.”</p> <p>Anointing was the practice of pouring liquid over the head of someone to signify selection for some special task. When the Lord had someone anointed, he also poured his Spirit over them. It was the fulfillment of promises made over centuries.</p>
	Facebook	<ul style="list-style-type: none"> <li>• Post “Identity Revealed” social graphic</li> </ul>	<p>“Christ” is not the family name of Jesus. It is a title. The Greek word “Christ” and the Hebrew word “Messiah” both mean the same thing: “The Anointed One.”</p> <p>Anointing was the practice of pouring liquid over the head of someone to signify selection for some special task. When the Lord had someone anointed, he also poured his Spirit over them. It was the fulfillment of promises made over centuries.</p>

			Join us Sunday for the Baptism of Our Lord!
	Social Media (multiple file options available)	<ul style="list-style-type: none"> <li>• Post “Identity Revealed” social graphic</li> </ul>	<p>“Christ” is not the family name of Jesus. It is a title. The Greek word “Christ” and the Hebrew word “Messiah” both mean the same thing: “The Anointed One.”</p> <p>Anointing was the practice of pouring liquid over the head of someone to signify selection for some special task. When the Lord had someone anointed, he also poured his Spirit over them. It was the fulfillment of promises made over centuries.</p> <p>Join us Sunday for the Baptism of Our Lord!</p>
	Website	<ul style="list-style-type: none"> <li>• Post theme information</li> <li>• Post link to “Identity Revealed” video on YouTube or Vimeo</li> <li>• Post “Identity Revealed” graphic</li> </ul>	<p>“Christ” is not the family name of Jesus. It is a title. The Greek word “Christ” and the Hebrew word “Messiah” both mean the same thing: “The Anointed One.”</p> <p>Anointing was the practice of pouring liquid over the head of someone to signify selection for some special task. When the Lord had someone anointed, he also poured his Spirit over them. It was the fulfillment of promises made over centuries.</p>
	Digital display graphics (multiple slide options available)	<ul style="list-style-type: none"> <li>• 4x3 for small screens</li> <li>• 16x9 for large screens</li> <li>• Show on digital display screens at worship</li> </ul>	Jesus Is the Christ, the Anointed One
<b>Week of January 18</b> <i>Second Sunday after Epiphany</i>	Worship folder template	<ul style="list-style-type: none"> <li>• Use “Identity Revealed” worship folder cover PDF</li> </ul>	

<p><b>Theme of the Day:</b> <i>Jesus Is the Lamb of God</i></p>	<p>Worship folder/newsletter blurb</p>	<ul style="list-style-type: none"> <li>● Place blurb in print and electronic versions of worship folder and newsletter</li> <li>● Include “Identity Revealed” logo graphic</li> </ul>	<p>For centuries Israel offered sacrifices to God for sin. Over and over, a substitute shed its blood to earn forgiveness. Then Jesus appeared, the Lamb of God who would take away the sins of the world. He died as the substitute for sinful mankind. Connected to him by faith, you have a new perspective and new motivation for living a Christian life.</p>
	<p>Facebook</p>	<ul style="list-style-type: none"> <li>● Post “Identity Revealed” social graphic</li> </ul>	<p>For centuries Israel offered sacrifices to God for sin. Over and over, a substitute shed its blood to earn forgiveness. Then Jesus appeared, the Lamb of God who would take away the sins of the world. Connected to him by faith, you have a new perspective and new motivation for living a Christian life.</p> <p>Hear about Jesus’ sacrifice for all mankind. Join us for worship this weekend!</p>
	<p>Social Media (multiple file options available)</p>	<ul style="list-style-type: none"> <li>● Post “Identity Revealed” social graphic</li> </ul>	<p>For centuries Israel offered sacrifices to God for sin. Over and over, a substitute shed its blood to earn forgiveness. Then Jesus appeared, the Lamb of God who would take away the sins of the world. Connected to him by faith, you have a new perspective and new motivation for living a Christian life.</p> <p>Hear about Jesus’ sacrifice for all mankind. Join us for worship this weekend!</p>
	<p>Website</p>	<ul style="list-style-type: none"> <li>● Post theme information</li> <li>● Post link to “Identity Revealed” video on YouTube or Vimeo</li> <li>● Post “Identity Revealed” graphic</li> </ul>	<p>For centuries Israel offered sacrifices to God for sin. Over and over, a substitute shed its blood to earn forgiveness. Then Jesus appeared, the Lamb of God who would take away the sins of the world. He died as the substitute for sinful mankind. Connected to him by faith, you have a</p>

			new perspective and new motivation for living a Christian life.
	Digital display graphics (multiple slide options available)	<ul style="list-style-type: none"> <li>• 4x3 for small screens</li> <li>• 16x9 for large screens</li> <li>• Show on digital display screens at worship</li> </ul>	Jesus Is the Lamb of God
<b>Week of January 25</b> <i>Third Sunday after Epiphany</i>	Worship folder template	<ul style="list-style-type: none"> <li>• Use “Identity Revealed” worship folder cover PDF</li> </ul>	
<b>Theme of the Day:</b> <i>Jesus Is the Light</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 “Identity Revealed” logo graphic</li> </ul>	The prophet Isaiah vividly described humanity as “people walking in darkness.” Then he foretold that a light would shine on them. Enveloped by sin, suffering, and death, we find our minds and hearts clouded. But Jesus is revealed as the promised light. He shines his light by preaching repentance and the good news of the kingdom. Our Savior is the Light of the world, and we reflect his light onto everyone around us.
	Facebook	<ul style="list-style-type: none"> <li>• Post “Identity Revealed” Facebook graphic</li> </ul>	<p>The prophet Isaiah vividly described humanity as “people walking in darkness.” Then he foretold that a light would shine on them.</p> <p>Our Savior is the Light of the world, and we reflect his light onto everyone around us.</p> <p>Let’s celebrate Him this Sunday in worship!</p>

	Social Media (multiple file options available)	<ul style="list-style-type: none"> <li>• Post “Identity Revealed” social graphic</li> </ul>	<p>The prophet Isaiah vividly described humanity as “people walking in darkness.” Then he foretold that a light would shine on them.</p> <p>Our Savior is the Light of the world, and we reflect his light onto everyone around us.</p> <p>Let’s celebrate Him this Sunday in worship!</p>
	Website	<ul style="list-style-type: none"> <li>• Post theme information</li> <li>• Post link to “Identity Revealed” video on YouTube or Vimeo</li> <li>• Post “Identity Revealed” graphic</li> </ul>	<p>The prophet Isaiah vividly described humanity as “people walking in darkness.” Then he foretold that a light would shine on them. Enveloped by sin, suffering, and death, we find our minds and hearts clouded. But Jesus is revealed as the promised light. He shines his light by preaching repentance and the good news of the kingdom. Our Savior is the Light of the world, and we reflect his light onto everyone around us.</p>
	Digital display graphics (multiple slide options available)	<ul style="list-style-type: none"> <li>• 4x3 for small screens</li> <li>• 16x9 for large screens</li> <li>• Show on digital display screens at worship</li> </ul>	Jesus Is the Light
<b>Week of February 1</b> <i>Fourth Sunday after Epiphany</i>	Worship folder template	<ul style="list-style-type: none"> <li>• Use “Identity Revealed” worship folder cover PDF</li> </ul>	
<b>Theme of the Day:</b> <i>Jesus Calls You Blessed</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> </ul>	<p>You may not feel blessed when you are hungry or insulted or mourning the death of a loved one. You may not be in the mood to boast when you feel foolish, weak,</p>

		<ul style="list-style-type: none"> <li>● Include “Identity Revealed” logo graphic</li> </ul>	<p>or lowly. But knowing your difficulties, Jesus still chose you to be his own. He gives you many gifts, and he calls you blessed.</p>
	Facebook	<ul style="list-style-type: none"> <li>● Post “Identity Revealed” Facebook graphic</li> </ul>	<p>You may not feel blessed when you are hungry or insulted or mourning the death of a loved one. You may not be in the mood to boast when you feel foolish, weak, or lowly. But knowing your difficulties, Jesus still chose you to be his own. He gives you many gifts, and he calls you blessed.</p> <p>Let’s reflect on those blessings this weekend in worship!</p>
	Social Media (multiple file options available)	<ul style="list-style-type: none"> <li>● Post “Identity Revealed” social graphic</li> </ul>	<p>You may not feel blessed when you are hungry or insulted or mourning the death of a loved one. You may not be in the mood to boast when you feel foolish, weak, or lowly. But knowing your difficulties, Jesus still chose you to be his own. He gives you many gifts, and he calls you blessed.</p> <p>Let’s reflect on those blessings this weekend in worship!</p>
	Website	<ul style="list-style-type: none"> <li>● Post theme information</li> <li>● Post link to “Identity Revealed” video on YouTube or Vimeo</li> <li>● Post “Identity Revealed” graphic</li> </ul>	<p>You may not feel blessed when you are hungry or insulted or mourning the death of a loved one. You may not be in the mood to boast when you feel foolish, weak, or lowly. But knowing your difficulties, Jesus still chose you to be his own. He gives you many gifts, and he calls you blessed.</p>
	Digital display graphics (multiple slide options available)	<ul style="list-style-type: none"> <li>● 4x3 for small screens</li> <li>● 16x9 for large screens</li> <li>● Show on digital display screens at worship</li> </ul>	<p>Jesus Calls You Blessed</p>

<b>Week of February 8</b> <i>Fifth Sunday after Epiphany</i>	Worship folder template	<ul style="list-style-type: none"> <li>• Use “Identity Revealed” worship folder cover PDF</li> </ul>	
<b>Theme of the Day:</b> <i>Jesus Calls You Salt and Light</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 “Identity Revealed” logo graphic</li> </ul>	In the Sermon on the Mount, Jesus teaches us that form and function are closely connected. That means that who we are influences what we do. When God called us to faith, he declared that we were something new: light, salt, his children. Jesus encourages us to be what God says we are as a way of blessing the world through us.
	Facebook	<ul style="list-style-type: none"> <li>• Post “Identity Revealed” Facebook graphic</li> </ul>	<p>In the Sermon on the Mount, Jesus teaches us that form and function are closely connected. That means that who we are influences what we do. When God called us to faith, he declared that we were something new: light, salt, his children.</p> <p>Learn how God is using you to bless his kingdom this weekend in worship!</p>
	Social Media (multiple file options available)	<ul style="list-style-type: none"> <li>• Post “Identity Revealed” social graphic</li> </ul>	<p>In the Sermon on the Mount, Jesus teaches us that form and function are closely connected. That means that who we are influences what we do. When God called us to faith, he declared that we were something new: light, salt, his children.</p> <p>Learn how God is using you to bless his kingdom this weekend in worship!</p>
	Website	<ul style="list-style-type: none"> <li>• Post theme information</li> <li>• Post link to “Identity Revealed”</li> </ul>	In the Sermon on the Mount, Jesus teaches us that form and function are closely connected. That means that

		<ul style="list-style-type: none"> <li>video on YouTube or Vimeo</li> <li>Post “Identity Revealed” graphic</li> </ul>	who we are influences what we do. When God called us to faith, he declared that we were something new: light, salt, his children. Jesus encourages us to be what God says we are as a way of blessing the world through us.
	Digital display graphics (multiple slide options available)	<ul style="list-style-type: none"> <li>4x3 for small screens</li> <li>16x9 for large screens</li> <li>Show on digital display screens at worship</li> </ul>	Jesus Calls You Salt and Light
<b>Week of February 15</b> <i>Last Sunday after Epiphany - Transfiguration of our Lord</i>	Worship folder template	<ul style="list-style-type: none"> <li>Use “Identity Revealed” worship folder cover PDF</li> </ul>	
<b>Theme of the Day:</b> <i>Jesus is the Son of God in Glory</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 “Identity Revealed” logo graphic</li> </ul>	Jesus was a real human being, and he looked like it when he taught his disciples. But one day atop a high mountain, Jesus gave his disciples a glimpse of his glory as the Son of God. After he came down from the mountain, Jesus went to Jerusalem to suffer and die. It is good for us to view Jesus in glory on the mountain. It prepares us for Lent, and it prepares us for life.
	Facebook	<ul style="list-style-type: none"> <li>Post “Identity Revealed” Facebook graphic</li> </ul>	Jesus was a real human being, and he looked like it when he taught his disciples. But one day atop a high mountain, Jesus gave his disciples a glimpse of his glory

			<p>as the Son of God before his journey to the cross.</p> <p>View Jesus in glory and prepare your heart for Lent this weekend in worship.</p>
	Social Media (multiple file options available)	<ul style="list-style-type: none"> <li>● Post “Identity Revealed” social graphic</li> </ul>	<p>Jesus was a real human being, and he looked like it when he taught his disciples. But one day atop a high mountain, Jesus gave his disciples a glimpse of his glory as the Son of God before his journey to the cross.</p> <p>View Jesus in glory and prepare your heart for Lent this weekend in worship.</p>
	Website	<ul style="list-style-type: none"> <li>● Post theme information</li> <li>● Post link to “Identity Revealed” video on YouTube or Vimeo</li> <li>● Post “Identity Revealed” graphic</li> </ul>	<p>Jesus was a real human being, and he looked like it when he taught his disciples. But one day atop a high mountain, Jesus gave his disciples a glimpse of his glory as the Son of God. After he came down from the mountain, Jesus went to Jerusalem to suffer and die. It is good for us to view Jesus in glory on the mountain. It prepares us for Lent, and it prepares us for life.</p>
	Digital display graphics (multiple slide options available)	<ul style="list-style-type: none"> <li>● 4x3 for small screens</li> <li>● 16x9 for large screens</li> <li>● Show on digital display screens at worship</li> </ul>	<p>Jesus is the Son of God in Glory</p>