

LOWELL MUNZ

COMMUNICATIONS • MARKETING • DESIGN

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WRITING SAMPLES

EMAIL NEWSLETTER ARTICLE

Written for Jacob's Well Church • Eau Claire, Wisconsin • Published 9/17/21

Fall 2021 Theater Renovation

An Inviting New Look, with a Fuller, More Engaging Experience

Our new Worship Center launched at Jacob's Well three years ago. Then, the original sanctuary/auditorium was transformed into "The Theater", and it became our new video simulcast venue.

This provided a new live/simulcast hybrid venue conveniently centered between the new Worship Center and the Children's Wing.

While the message itself is simulcast to The Theater on the big screen, we have been dedicated to providing a live worship experience on the stage.

Over the past three years, the Theater worship experience has taken on a more acoustic format featuring one to three musicians, while the Worship Center has accommodated and featured a full worship band.

Fast-forward to today!

With the Fall 2021 renovations now complete, the Theater not only has a brand new look; it also has the technology, equipment and mixing capability to accommodate a full worship band on stage without compromise.

A full band in the Theater can now have just as strong a live musical presence as in the Worship Center.

What separates the two venues really comes down to the look—the vibe—of the spaces.

Without a doubt, the newly-renovated Theater looks nothing like it did before:

There's a new, holistic paint scheme all the way around, with softer, richer tones augmenting dark wood-grain accents.

Light-absorbing theatrical paint on both stage and backdrop creates a soft, velvety canvas for stage lighting to fall upon.

But the highlight and centerpiece of the renovation is the custom-designed overhead lighting sculpture—featuring 96 independently-controlled and programmable Edison bulbs.

Even the keyboard now resides in a specially-converted antique piano, with even more Edison bulbs to boot.

The end result? A richer, fuller, more engaging Sunday worship experience for you!

So, Worship Center vs. newly-renovated Theater— what's the difference? Musically, nothing. Visually? Everything.

And we can't wait to experience it with you! Come check it out this Sunday.

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WRITING SAMPLES

WEEKLY VIDEO ANNOUNCEMENTS TELEPROMPTER SCRIPT

Written for Jacob's Well Church • Eau Claire, Wisconsin • 7/11/23

<<7/23>>

[WELCOME]

R---Good morning everyone, I'm Ryan!

C---And I'm Ciera! Welcome to Jacob's Well! We are SO glad you're here today. YOU, are so important here!

R---We have one mission at Jacob's Well... Wherever we are on our journey... we'll TAKE STEPS TOGETHER... to know and become like Jesus.

C---That's right. And if you're new here, a special welcome to you! Stop at the New Here Room, or fill out the connect form on our website.

R---We would love to meet you and stay in touch!

[SUMMER CALENDAR]

C---As we move through summer, just a reminder that all our services are IN-DOORS, to help you stay COOL.

R---And our JW Kids ministry is OPEN all summer too, for infants through 5th grade!

[LAST WEEK] <<optional>>

C---Last Wednesday, Fierce Freedom hosted "EAU FREEDOM: FUN RUN & FEST 2023". There was a great turnout to raise money and awareness and help end human trafficking in the Chippewa Valley. Thank you to all who participated!

[COMING SOON]

R---And ONE-FEST 2023 starts THIS FRIDAY! July 28th-30th at the Northern Wisconsin State Fairgrounds. <<optional>>Come see big names like We Are Messengers, Tauren Wells, Colton Dixon and Skillet!

C---We still have a few discounted tickets left for sale in the Resource Center.

[TODAY]

R---Starting TODAY we're collecting new Backpacks, in partnership with WeCare Eau Claire.

C---The backpacks go to local families in need, so their students are ready when school starts in the fall.

R---You can donate new backpacks here in our lobby from today through next Sunday July 30th.

[LOOKING AHEAD]

C---Our First Steps class starts up again in August. <<optional>>If you're new or wanting to get more connected here, be sure to sign up online.

R---For details on everything you've just heard, check out the Summer Calendar page!

[SAVE THE DATE]

C---And finally, a couple SAVE the DATES for you...

R---Our 2023 Annual Meeting is happening Thursday, August 24th. <<optional>>Plan to come celebrate the past ministry year and hear the vision for the exciting year ahead.

C---And if you volunteer in JW Kids or JW Students, our Family Ministry Leader Launch is coming up Wednesday, August 16th!

R---Alright, now let's continue our service with Worship!

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WEEKLY VIDEO ANNOUNCEMENT TELEPROMPTER SCRIPT, CONTINUED

Written for Jacob's Well Church • Eau Claire, Wisconsin • 7/11/23

[GIVING]

C---THANK YOU so much for your tithes, offerings and gifts to Jacob's Well. It's your faithful giving to our One-Fund that makes all our ministries here possible.

R---You can give to One-Fund in FOUR WAYS...

...On our Mobile APP...

...On our WEBSITE...

...The GIVING BOXES in the lobby...

...Or by MAILING CHECKS to our address below. Thank you again!

[CLOSING]

C---Alright, we're so glad you chose to have church with us today!

R---Next Sunday our special guest speaker will be Grace Subiaga, as we continue the "Foreign Faith" summer series.

C---Join us at 9am & 10:45am. And stay in touch during the week on Facebook, Instagram, and sign up for our weekly email newsletter.

R---Have a great week everyone!

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WRITING SAMPLES

PRESS RELEASE

Written for Jacob's Well Church • Eau Claire, Wisconsin • 5/3/22

Eau Claire doctor plans medical mission trip to Poland, creates Prayers for Ukraine web page in support of grass-roots Ukrainian relief effort

Dr. Yuliya Perepelitsa of Eau Claire, Wisconsin, was born in Ukraine. Seeing the many humanitarian needs now emerging there, she has begun a relief effort with her colleagues, friends and family to directly support Ukrainian refugees and residents who are left in Ukraine.

Dr. Yuliya's Ukrainian relief effort has two parts:

First, she will travel to Poland this week on a two-week medical mission trip, in an effort to help at least some of the vast number of Ukrainian refugees there. OakLeaf Clinics is generously supporting Yuliya's trip by collecting the medical supplies and providing the means to purchase the medications that she needs for this trip.

Second, Dr. Yuliya has partnered with her local church, Jacob's Well, to create a Prayers for Ukraine web page: <https://jacobswellchurch.church/ukraine>. This page serves as a central hub of information, stories, and needs coming out of Ukraine through Dr. Yuliya's friends, family, pastors, and trusted contacts. The Prayers for Ukraine page will be updated regularly to provide Chippewa Valley residents with information on specific prayer needs, as well as ways to provide financial support directly to Ukrainians who are suffering, through her PS Ukraine Fund.

Dr. Yuliya is keeping close ties with family, friends, and churches in Ukraine. Through her home church there, she and her family receive real-time accounts of Ukrainian people and refugees who are suffering, and of local Ukrainian churches who are doing all they can to help. It is Dr. Yuliya's mission to help these people and churches directly, through prayer and raising/sending financial support on a per-need basis, through contacts that she knows and trusts personally.

Dr. Yuliya says, "Pastor Paul recently asked how Jacob's Well could be in prayer for Ukraine. Through that conversation we have partnered together to create the Prayers for Ukraine web page. The primary prayer need is for peace to come back to Ukraine. But there are many more specific needs that I am aware of through my contacts during the war. So, I am compiling ways to pray and give to help the Ukrainian people. In the coming weeks I will be posting those opportunities, and I thank you for considering how you can help."

Paul Berthiaume, Lead Pastor at Jacob's Well says, "We are so blessed to have this opportunity to help Dr. Yuliya with her Ukrainian relief effort. It is amazing to see and hear through Yuliya, real-life accounts of local churches in Ukraine sacrificing every day to help their fellow Ukrainians. Many are suffering and need food, shelter, medical supplies, and frankly, hope. The fact that one of our own is leading this effort is so encouraging. This is truly what discipleship is all about, and we are excited to help Yuliya get the word out through this web page."

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PRESS RELEASE, CONTINUED

Written for Jacob's Well Church • Eau Claire, Wisconsin • 5/3/22

About Dr. Yuliya

Dr. Yuliya was born in Ukraine and lived there until she was ten. Her family then moved to Minnesota, and she grew up attending First Ukrainian Evangelical Baptist Church of Minneapolis. She attended University of Minnesota and St. George's University in Grenada, then completed her medical training at the Prevea Family Medicine Residency program in Eau Claire. She now lives in Eau Claire and practices Family Medicine at OakLeaf Clinics and Sacred Heart Hospital.

About Jacob's Well Church

Jacob's Well was founded in 2001 with the mission to "Help people take steps together, to know and become like Jesus." Over the past 21 years the church has grown steadily and today it offers Christian ministries to children, youth, individuals and families throughout the Chippewa Valley. It also supports multiple ministry partners locally, nationally and internationally. The church is located at 989 122nd Street, Chippewa Falls, WI 54729 and holds Sunday services in-person and online at 9am and 11am. For more information visit jacobswellchurch.church or call the church office at 715-833-2050.

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WELCOME VIDEO TELEPROMPTER SCRIPT

Written for Jacob's Well Church • Eau Claire, Wisconsin • 7/11/23

---Hello! And Welcome to Jacob's Well. I'm Paul Berthiaume, founder and Lead Pastor here, and I just wanna say, on behalf of our staff and overseers, WE ARE SO GLAD you're here on our website today checking us out.

---For over 20 years Jacob's Well has been a community of believers--people just like you, here in the Chippewa Valley--walking this journey of life together. We have one common goal--taking steps together to know and become like Jesus. That's really what we're all about.

---I invite you to come to church with us this Sunday, at 9am or 10:45am. For Sunday services we meet in the Worship Center, as well as our video simulcast venue called The Theater. Both venues feature live, contemporary worship each week.

---In our Sunday messages, we invite you into a deeper understanding of Scripture, and then we give you practical Next Steps to apply to your daily life.

---If you're New Here, I encourage you to sign up for our "First Steps" class, lead by our Formation Pastor, Brian Faught and his wife Jenn.

---Our children's and youth ministries are thriving week after week.

---On Sunday mornings JW Kids is a fun, loving and purposeful environment for kids of all ages-- Infants through 5th graders are learning the Bible and growing to know and be like Jesus as they take their first steps toward God.

---On Wednesday nights during the school year, JW STUDENTS meets on Wednesday nights here at church. <<alternate>> On Wednesday nights during the school year, GREENHOUSE YOUTH meets on Wednesday nights here at church.>> This is a vibrant community of 6th through 12th graders, learning and growing in their faith.

---We have a growing college and young adults ministry called REMNANT, and a 60 PLUS group. Both groups are alive and active, making an impact in our church and our community.

---Our small groups are the core of community and discipleship here. Our groups are built on a strong foundation of CORE CLASSES that we offer every spring and fall.

---And if you're ready to use your gifts and talents to make a difference for others, we have an abundance of ways that you can get plugged in and start serving right away.

---Serving and stewardship are engrained in our culture here. They're part of who we are, because we believe they are vital to our spiritual growth.

---So wherever you are on your life journey right now, we have a place for you. We welcome you. If you're looking for a church home where you'll be challenged to grow in your faith, not only individually but as a family, and as a community, our doors are open!

---We would love to welcome you warmly this Sunday--either in-person, or you can watch online on our app or website, or even on roku!

---If you have any questions right away feel free to call the church office or fill out the connect form on our website, and we'll get back to you.

---Again, thank you for your interest, we're so glad you're exploring Jacob's Well and we can't wait to see you soon!

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STAFF TRANSITION ANNOUNCEMENT EMAIL

Written for Jacob's Well Church • Eau Claire, Wisconsin • 2/14/23

Hello friends, our beloved Sam Reams has let me know that he will be transitioning off our staff as of March 7th.

It goes without saying that he will be greatly missed here, as he has played such an important role in the success of our video ministry—for the last 4 years that I've been here, and more than that prior.

Sam has made us better not only in the great video work he has done, but also by opening his heart in our groups, adding his refreshing perspective to our conversations, and bringing his uniquely fun sense of humor to our daily routine.

Take a moment to feel the loss of our brother Sam with me.

Now, the upside here is that Sam has the support of a great community of believers that he will be joining down in Illinois. Along with this, he has new video opportunities in that circle of folks that will undoubtedly challenge him and take him to the next level in his video career.

For these reasons I am so happy that he is responding to this new call on his life with such courage and enthusiasm.

Please join me in wishing Sam all the best in this exciting new chapter of his life!

—Lowell

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