



# News Release

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FOR IMMEDIATE RELEASE

## Listen Up Airs 300<sup>th</sup> Show

BURLINGTON, ON—*Listen Up*, the weekly, half-hour television newsmagazine dedicated to illuminating spiritual issues in the light of current affairs, will air its 300<sup>th</sup> episode the week of January 21, 2007.

Exploring the most critical news stories of the day from a Christian worldview, journalist and show host Lorna Dueck has been digging behind the headlines to investigate those points at which news and spirituality converge, since the program first aired as a weekly feature of the *100 Huntley Street* telecast, in 1998. Based in offices located at the Crossroads Centre in Burlington, Ontario, *Listen Up* first aired as a stand-alone production in 2003.

“We’ve gone from one airing to 23 a week on seven networks—and over 8,000 stations around the world repeating the show each week,” says producer Dave Pascoe.

“Producing our 300<sup>th</sup> episode is a meaningful milestone,” says Dueck. “because it indicates there is a hunger among the viewing audience and the stations and networks that carry us.”

“We recognize the unique privilege we have to continue to set a different perspective on news and current affairs before North American television viewers,” she adds. “It’s a different perspective because it’s a biblical one.”

Whether uncovering the source of the power that enables the Amish community to forgive in the wake of unspeakable tragedy, exploring the impact microcredit is having on world poverty or evaluating contemporary and historic native issues in the search for healing, *Listen Up* bravely asks the question, “why?” in order to bring spiritual realities to light.

According to a 2003 Ipsos-Reid poll, three-quarters of all Canadians (74 per cent) believed the media could encourage religious tolerance. However, 63 per cent of those who attended religious services felt media did a poor job of reporting on spirituality, while 50 per cent said faith and religion received less coverage than it should.

That’s a gap *Listen Up* is determined to bridge, and by all indications, they’re making progress. The show regularly receives letters and e-mail from viewers who testify to being touched at a spiritual level.

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*“I am not a religious person,” writes one viewer. “I usually change the TV channel when religious programming starts on Sunday mornings. Today, however, was different. I watched with great interest. Thank you so much for airing such an insightful program. Next Sunday I will be sure to watch again.”*

Another writes that while she is “very ‘put off’ by religious programming,” she finds *Listen Up* “very refreshing to say the least. Your show was not about propaganda or Bible thumping. *Listen Up* gave me a new perspective to view religion.”

To celebrate the 300th show milestone, the *Listen Up* production team has prepared a special half-hour program, featuring clips from the first and other early episodes, video footage from Lorna’s favourite shows, bloopers and out-takes.

“This is a big deal,” says Pascoe. “We’re celebrating all that the team has accomplished over the past nine years. And we’re honouring Lorna, who has carved out an important place among Canada’s print and broadcast media as a respected Christian journalist of insight and integrity. I am proud to work with such a talented communicator.”

Dueck’s take on current affairs is one that attracts attention in other media as well. According to a recent article in *ChristianWeek*, “When she was asked to write web exclusive commentary for Canada’s leading national daily newspaper recently, the opinion piece became a web magnet.

“Dueck was also asked by the *Globe* to respond to readers’ questions in a special question and answer (Q&A) session conducted throughout November 7. That feature was in the top 10 ‘for several days at least,’ says Sheppard. ‘The cumulative totals were stunningly high,’ he adds.”

*Listen Up* is produced by the registered Canadian charity, Media Voice Generation, and funded entirely by contributions from individuals, foundations and corporations who believe the program provides a crucial perspective on the most significant issues of our day, presenting a unique and valuable voice in Canadian media.

The show’s format is flexible, varies from week to week and includes on-location reports, documentary style features, studio and satellite interviews.

Viewers can catch the show online through the *Listen Up* website, ([www.listenuptv.com](http://www.listenuptv.com)), through Google video, video podcast, audio podcast and on television stations throughout Canada and the United States. For a complete list of broadcast times and stations, visit [www.listenuptv.com](http://www.listenuptv.com). Lorna Dueck is available for interviews.

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