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**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

## “Look for the Good”

*Association of Unity Churches International Launches a Spiritual Antidote to  
Presidential Campaign Negativity*

**Lees Summit, MO (January 28, 2008)** – Hear no evil. See no evil. Speak no evil. In fact, with a conscious effort, even *think* no evil.

Would that it could be so simple. And of course in an election year, it’s almost impossible.

But leaders at the Association of Unity Churches International are trying to work a turnabout on that old saying. They’ve launched a campaign to “Look for the Good” in politicians’ speeches, debates, and sound bites. The Look for the Good campaign encourages people not to *stop* listening to presidential candidates, but to listen for what is right and good, and ignore the accusations, insinuations, and general negativity that inevitably escalate as the campaign goes on.

“The concept of looking for the good goes beyond politics and can affect our everyday lives,” says James Trapp, President and CEO of the Association. “It’s simply not dwelling on what is wrong, but recognizing what is right. If it is true that what we put out into the world is what comes back to us many fold, this way of thinking could truly change our lives and the lives of those around us.”

Like the incredibly widespread popularity of “The Secret” and the recent “Complaint Free World” campaign, the Association of Unity Churches International hopes that “Look for the Good” will spread from person to person across the country and transform listening and thinking attitudes for the betterment of people’s lives.

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To get things rolling, the Association ran radio spots prior to the Iowa caucus and the New Hampshire primary in those states, and also scheduled the spots on some public radio stations. Recently they distributed the same radio spots to hundreds of commercial radio stations around the country with a request that they be aired in Public Service Announcement (PSA) time slots. Prints ads also will be running in select newspapers and magazines during the year.

The Association launched a website dedicated to the cause, [www.lookforthegood.org](http://www.lookforthegood.org), where visitors can read about the campaign, add to a running blog, download posters, bumper stickers, and post-it-notes, and listen to the radio spots online.

Finally, and perhaps most important, the Association spread the word among its own members, urging ministers to encourage their congregations to apply Look for the Good listening and thinking practices first to the presidential campaign, and then to their everyday lives.

Look for the Good messaging is not only being disseminated to church members and the public, it is being sent directly to the Republican and Democratic national party headquarters and to the presidential candidates themselves via letters, emails, and package deliveries containing all the materials downloadable from the website. Association leaders hope that their campaign challenge will be heard, and in turn, embraced by these leaders during this high-profile election year.

One blogger on the Look for the Good website wrote, "I've noted with interest that at least one candidate -- a leader in the polls -- has commented on the need to let voters know what the party and the candidate is FOR, not what they are against. This is exactly the direction that Look for the Good is seeking to establish, not only in the 2008 presidential campaign, but also in other areas of life. I have no way of knowing, of course, whether this candidate heard or paid attention to any of the radio spots that ran in New Hampshire and Iowa. I like to think that, in a sea of 'vote for me' and 'don't vote for him/her' ads, our announcements did make a positive impact."

"The Look for the Good campaign is as applicable to leading and speaking as it is to listening and seeing," says Trapp. "It is a universal principle that that which we give our attention to, we create more of in our lives."

### **About the Look-for-the-Good Campaign**

The Association of Unity Churches International's purpose behind the *Look for the Good* campaign is to create awareness and promote a positive response to negative campaigning, and also to go beyond politics and serve as a guideline for everyday living. In keeping with the Law of Attraction (what we focus on/give our attention to, we attract into our lives), it suggests not to respond to negative campaigning—but rather to focus on the positive attributes of the candidates and their messages. In other areas of our lives it means not dwelling on what is wrong, but what is right.

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### **About Unity**

The Unity movement was founded by Charles and Myrtle Fillmore in the late 1800's after Myrtle Fillmore practiced prayer and affirmations and recovered from a serious illness. From small prayer circles in living rooms, Unity grew. The teaching of the practice of prayer, through classes and correspondence, led to the establishment of Unity School, where the prayer ministry, Silent Unity, began, along with Unity School for Religious Studies and a publishing arm for magazines and books. These services still exist today under the name [unity®](#).

In 1966 the Association of Unity Churches International was formed by ministers and churches for the purpose of focusing on establishing new churches, supporting existing ones, ordaining ministers and licensing teachers. There are about 1,000 Unity churches, centers and formal and informal study groups worldwide.

The Association of Unity Churches International is totally separate from and has no connection with the Unitarian Church. More information may be found at [www.unity.org](http://www.unity.org).

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