

Soul Food & Living Water

Spiritual Nourishment and Practical Help for the African American Family

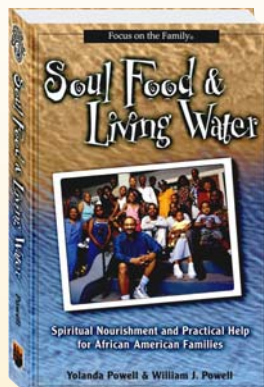
New Book Whets Spiritual Appetite and Cultural Palate of African American Families

FOR IMMEDIATE
RELEASE

Huntingtown, MD — Look around and gaze for a moment; and you'll see clearly that spiritual famine and drought runs rampant throughout the American landscape. Families of all cultures struggle to maintain a vibrant faith in the midst of such conflicting morals and declining spiritual values. For families of African American heritage, this malady is intensely magnified. Whether in urban centers or suburban sprawls, families of African descent are under enormous pressures – ranging from marital conflict and financial lack to public school concerns and age-old racial dilemmas.

But, a new family resource, ***Soul Food & Living Water: Spiritual Nourishment and Practical Help for African-American Families*** changes all that by extending an invitation to “come and dine” at the banqueting table of the Lord. Published by Focus on the Family and Moody Publishers this unique resource is the first of its kind—designed expressly for communities of color. It is written to nurture the cultural palate and spiritual appetite of African-Americans who are hungry and thirsty for the life-giving provision that flows from God’s Word in a 21st century context that they can relate to and be sustained by. “

In ***Soul Food & Living Water*** we address the broad and dynamic



arenas that define our family connections, “ says Yolanda Powell, author and former contributing editor of Urban Family magazine. “For many of us ‘churchin’ is great, but the sermons and studies we hear each week, don’t always carry over to how we live at home everyday. Powell says that African-Americans are often powerful in the Churchhouse, but powerless on the Homefront! Therefore, ***Soul Food & Living Water*** is a rich resource that blends the two into one offering and empowers the family unit to excel and grow strong.”

Soul Food & Living Water is in bookstores and retail outlets around the country. It is also available at Focus on the Family at www.family.org, Moody Publishers at www.moodypress.com and other online web stores.

To arrange an interview, or obtain more information, please contact Carolyn McCalvin of The Spoken Word International, Email: mccalvin@netzero.net, Office: 410.286.8423, Fax: 410.286.7051.

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RELATIONSHIPS/
FAMILY**
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Written by veteran author and minister, Yolanda Powell, along with her husband William J. Powell, ***Soul Food & Living Water*** addresses four integrated and inter-personal areas within the African American family:

- *Our Personal Relationship with God*
- *The Intimacy of Our Marriages*
- *Our Parenting and Home Life*
- *Our Cultural Heritage and Extended Relationships*

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Praise and Endorsements for Soul Food & Living Water

“What an awesome book project and how we need it during this season of the world. It is a time where the covenant of Marriage and the Family is violated over and over again. It is a season of history where people ignore the heart of God and his purpose for marriage and the family. I am so delighted to see that someone has taken the time to speak to our African American families so prolifically; anointed, and lovingly. I so appreciate the research and the time put into this project. In fact, let me be honest. I personally need this book! Thanks for placing it at my disposal.”

Dr. Wanda Turner, First Lady, Covenant Worship Center Ministries, Author & Speaker

“This book is a helpful resource for African American families.”

Dr. Tony Evans, Senior Pastor Oak Cliff Bible Fellowship, President, The Urban Alternative

“Finally! This is the one we've been waiting for. Practical, relevant and refreshing, *Soul Food & Living Water* isn't just another family guidebook. We're talking about real life answers.”

Andrae Crouch, Recording artist

“This book, *Soul Food & Living Water*, by Yolanda and William Powell is in my view a significant work

in the area of African American family life. The uniqueness of this book is two fold: one it places specific yet not exclusive focus on the African American family. Second it places strong emphasis on the role and impact of the couple's relationship with God in building and maintaining a strong Christian home.”

“As a husband, father, grandfather, pastor, professor, counselor and author, I am persuaded that this book will make a significant contribution in ministry to African American families. I strongly recommend it to pastors, counselors and lay leaders as a tool to aid them in their own family life and in their ministry to others.”

Dr. Eddie B. Lane, co-founder and pastor of Bible Way Bible Church, Associate professor of Pastoral Ministries, Dallas Theological Seminary

“At the heart of the problems facing the African American community is the breakdown of the family unit. Authors Yolanda & William J. Powell present timeless truths and biblically sound and practical applications, making this book a staple for every African American home.”

John Perkins, President of John M. Perkins Foundation for Reconciliation & Development, Jackson, MS

Soul Food & Living Water Book Synopsis

At a time of spiritual drought for many families of all cultures, *Soul Food & Living Water* offers just what its title implies—life-giving sustenance for the new millennium household. Catering to spiritual hunger on every level, the Powells offer a complete menu of practical truth based on God's Word, beginning with an invitation for the individual to come and dine with God and extending to other meals just as filling—an elegant dinner for couples, a power lunch for godly husbands, a floral brunch for holy wives, a much needed prayer breakfast for parents, a tasty menu for kids, healthy spiritual “snacks” for teens, a refrigerator full of household organization tips and a banquet finale celebrating elders and extended family.

In this inspirational, uplifting volume, the Powells, who are small church instructors with Walk Thru the Bible Ministries, and former contributing editors for *Urban Family* magazine, use examples from their own lives and sound biblical teaching as they explain how African American families can live their lives in a closer relationship with Christ.

Although prepared specifically for the African-American spiritual palate, Christian families of any culture will find sustenance in *Soul Food and Living Water*. The poignant accounts of the Powells' journey through the spiritual hurdles of submission and respect in marriage, raising teens with understanding and

Synopsis (cont'd)

maintaining bonds and wisdom from grandparents and ancestors will help all Christian households navigate the rigors of raising a world-changing family against a pulsing, flashing landscape of sin. Single parents also will find practical truths about ways to keep their families dining at God's table—even if all the seats aren't occupied.

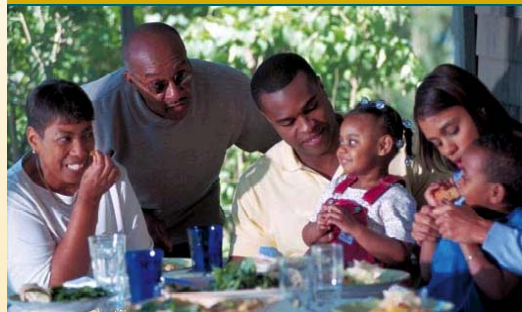
The biblical references that flow through the book enhance the reader's understanding of the Bible as they learn ways to make God a central focus in their lives.

At almost three hundred pages, *Soul Food & Living Water* offers enough food to keep readers consumed for a long time. Each part of the book—individual spiritual relationships, marital intimacy, parenting and cultural heritage through extended family—could have easily comprised a book of its own. In an attempt to encompass all aspects of family, some subjects are probed more deeply than others, most notably marriage, understanding the influences of hip hop culture on teenagers, creating a home of peace and order and specific suggestions on dealing with family feuds.

Though written by a doctoral student and his seasoned speaker and minister wife, you'll find no highbrow hard-to-understand language in this book. Adults and children alike will hear their own voices through the accounts of one family's trip down the buffet line of God's transforming love. The editing team at Focus on the Family and Moody Publishers can be commended for maintaining the voices of the authors as well as many specific references pertaining to African American culture, such as the principles of Kwanzaa and the spiritual significance of cultural gatherings like Friday night fish fries and other get togethers. A special focus on the legacy of endurance found in African-American culture will leave the targeted reader uplifted and satisfied.

The Powells conclude their book by imploring the aid of readers to help restore the broken walls that often surround the African American community. "With the Holy Spirit directing us, together we can repair our families and rebuild our communities," say Yolanda and William, "No greater work lies before us!"

**Are you feasting on life?
Or just getting by?**



Raising a family to follow Christ wholeheartedly is a tough challenge. *Soul Food and Living Water* is specifically and powerfully written to encourage and refresh African-Americans in their personal and family lives. But you don't have to be African-American to be blessed by this remarkable book.

Get the spiritual nourishment you and your family need...*Soul Food and Living Water*.

**—Marilynn Griffith, Freelance Writer and Marketing Consultant
Dream Write! Media, www.marilynngriffith.com**

ABOUT THE AUTHORS: Yolanda Powell is president of The Spoken Word International, a Christian communications ministry based in Southern Maryland. She and her husband William were recently chosen as small church instructors with Walk Thru the Bible Ministries. The Powells reside in Huntingtown, Maryland with their three teenage sons.

SOUL FOOD & LIVING WATER

Spiritual Nourishment and Practical Help for the African American Family

Focus on the Family and Moody Publishers/Lift Every Voice, 2003. ISBN: 0802417574, Hardback, \$19.99. Christian living/Relationship/Family, 294 pages.

For media interviews and review copies, call Carolyn McCalvin, 410-286-8423 or email at mccalvin@netzero.net

Authors' Biographical Sketches & Viewpoints



YOLANDA POWELL is a seasoned wife and mother who applies the teaching principles of *Soul Food & Living Water* everyday. These principles were born out of her own private search and personal study in the Holy Scriptures. For years she sought to groom a family true to its cultural heritage without compromising true devotion to Christ. Yolanda understands the anguish and internal needs of families, like her own, who have the unique opportunity to live-out a vibrant Judeo-Christian faith, in the midst of a soulful African-American heritage. The principles outlined in *Soul Food & Living Water* have been expanded from a Family Enrichment Series taught primarily in a local church setting.

For nearly fifteen years, Yolanda and her husband William have served in multicultural churches across the country as ordained ministers, small group leaders, financial counselors and directors of pastoral care. With great passion, she has taught women's Bible studies, lead discipleship programs and counseled hundreds of women in their Christian faith and commitment to family life. Yolanda was recently became President of The Spoken Word International a non-profit ministry organization that focuses on Speech & Voice Training, Scriptural Arts & Drama, Youth Evangelism & Leadership, and Family & Community Empowerment.

As a writing professional, Yolanda has served as contributing editor for several magazines including: *Urban Family*, *about...time*, *Fortress* and *A Quiet Revolution* – all heralding the African-American experience. She is the co-author of ***From Darkness to Light: Recapturing Historical Riches – A Guide to Understanding Auctions, Collectibles & Estate Sales.***



WILLIAM J. POWELL (Ph.D. candidate) is completing a doctorate in Public Administration with a concentration in Public Finance and Information Technology from Syracuse University's premier Maxwell School of Citizenship and Public Policy. William is a former university professor and currently serves as Senior Policy Analyst for the District of Columbia. As a minister, he serves as Chairman of the Board for Oracles & Utterance, Incorporated and CFO of The Spoken Word International, overseeing the ministry's financial stewardship and fiscal integrity. William and Yolanda have served the Body of Christ in an Aquilla-and-Priscilla-type-ministry for many years, opening the Holy Scriptures to explain the way of God more perfectly through creative Bible teaching and Scriptural arts. William leads a Men's Accountability Group in the Maryland-DC-Virginia area and is committed to helping other men lead

their families with spiritual power and godly purity. The Powell's are dedicated parents to three teenage sons: Joseph (17), Jeremy (15) and Jordan (13). They have a family pet named Sampson, a 4 year old American Bulldog and live in rural Maryland surrounded by a host of farming relatives and their farm animals.

Why We Wrote *Soul Food & Living Water*

"African-American are starved for published materials that reflect our cultural heritage, sustain our strong faith in Jesus Christ and address the myriad of marriage and family issues that uniquely affect our lives and communities.

As an African-American couple, we often walked the aisles of bookstores in search of titles that spoke both to our heritage and faith. Too often, found titles culturally rich and intriguing, but completely void of **sound** Biblical doctrine. ***Soul Food & Living Water*** provides a cultural aroma and homegrown flair that bespeaks African-American heritage. On the other hand, there are the popular mainstream preachers that grace Christian radio and television; whose books we adore for their tremendous Bible knowledge and teachable applications. We usually buy and read these books, only to find that they are culturally alien to our differing struggles as "Christians of Color." ***Soul Food & Living Water*** offers sound Biblical workmanship that is gracefully enriched with cultural relevance. It is written to usher into full view the precepts and principles of the *Holy Scriptures* for those who want to establish their culturally rich families upon the concrete commandments of a Living Lord. ***Soul Food & Living Water*** clearly upholds the two defining pillars of our family structure: Faith & Heritage." —The Powells

Soul Food & Living Water Book Review 1

Busy-ness and exhaustion has left many in a dessert. Drought season is prevalent – especially in the African American community. Families are seeking to dig deeper into their spiritual roots for solutions, strength and direction. The cupboard is bare but God picks up the tab for spiritual dining. “We are spiritually malnourished, biblically bankrupt and internally deficient,” says co-author Yolanda Powell, *Soul Food and Living Water (Moody/Lift Every Voice; February 2003)*. The book, a *Focus on the Family* branded title, and coauthored with her husband, William, provides a smorgasbord of tasty nuggets, meaty morsels and savory sustenance to revive African American families.

Yolanda Powell, former editor for *Urban Family* magazine, invites readers to “eat well and drink deep” by using sound biblical teaching and real life examples. Providing strong metaphors of cultural cuisine, the authors describe how many miss the main “grub” and live off junk food. The transformation process from overscheduled activities, programs

and projects, according to the authors, begins when readers begin to break away from the of overindulgence and natural entanglements – making Christ the focus.

Soul Food and Living Water is a recipe back to wholeness with poignant and life-changing revelations about real intimacy with God. For African Americans who are parched and hungering for more of life, this book provides a wellspring of relief. Those that read it will voraciously “sop up” the morsels leaving a clean plate, full stomach and a changed heart.

Christian Booksellers Association (CBA) Publication, written by Pam Perry, President of the Detroit Chapter of American Christian Writers (ACW), Farmington Hills, Michigan



Soul Food & Living Water Book Review 2

There aren't enough books written for African-American Christian families; too many authors simply assume that "one size fits all" and pen their parenting books accordingly. This guide, by a married couple with three sons, uses an extended metaphor of feasting to suggest that the African-American family needs to nourish itself with "soul food" by leaning upon God and each other. Yes, the numerous food metaphors get old after a few chapters, but they serve to illuminate the Powells' overarching idea that God intends life as a banquet for those He loves. The Powells suggest ways of deepening family spirituality, such as holding family prayer, doing practical activities to teach children values, and connecting with African-

American heritage. They also discuss special challenges to the African-American family, including a section on "the dark side of hip-hop." The book is well-organized and very pragmatic.

Written for the Publisher's Weekly Religion Newsletter by Jana Ries

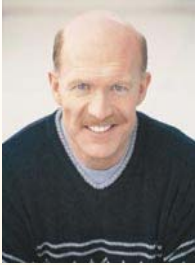
Soul Food & Living Water Author Interview Questions

1. ***Soul Food & Living Water*** is a Biblical resource full of practical help for the African-American family. Truly, a first resource of its kind branded by Focus on the Family. How did you come to write this book and where did you get your inspiration?
2. Your book boasts the bountiful provision of spiritual nourishment for families within communities of color. What do you consider the main themes of ***Soul Food & Living Water***? Or, better yet, what are the three main courses that families are going to be served when they sit down to feast from these 294-pages?
3. Your book is a joint project between Moody Publishers and Focus and the Family, both well-known international ministries. Can you tell us how this partnership came about? What prompted Focus to join in on this particular project? Can we look for family resources from you through them in the future?
4. ***Soul Food & Living Water*** is a result of the tragedies and triumphs of your own family as well as things you've witnessed as part of your ministry, The Spoken Word International. Can you explain your ministry's purpose and the role it played in developing this unique resource?
5. Many African-American readers have commented on the "just right" flavor of ***Soul Food and Living Water***. Although directed at one culture, the book seems to have a wide following from families across the spectrum. To what do you account the warm reception by all types of readers?
6. In your book, every part of the family is addressed—single parents, grandparents and extended family, home organization, teens, marital intimacy, individual spiritual relationships and more. What prompted you to prepare such a lavish smorgasbord of topics instead of the usual "mom-and-dad" focused parenting materials?
7. You and your husband William, serve as small church instructors for Walk Thru the Bible Ministries. How did this association help to shape your vision for families and urban communities? Can you tell us about the Urban Walk Seminar, a Walk Thru the Bible training course with urban flavor? Did you have any part in developing this program? Will ***Soul Food and Living Water*** be used as a resource?
8. As an author who's spent nearly 2 years writing this helpful resource, what do you see as the main issues plaguing the healthy life and spiritual development of the African-American family? How can ***Soul Food & Living Water*** make an impact in these critical areas?
9. Your book is bursting with practical, applicable insights for today's Christian family. Is there any way for a reader to use ***Soul Food & Living Water*** as a Bible study or discussion group tool? Are there any plans for Soul Food seminars in the future?
10. Throughout ***Soul Food & Living Water***, there are hands-on suggestions for implementing the principles introduced in each chapter. Do you have plans to write family activity or devotional books in the future? Finally, where is your book currently available?

Interview with Yolanda Powell & William J. Powell by Dr. Bill Maier, Focus on the Family Weekend Program



Yolanda & William Powell



Dr. Bill Maier

Dr. Bill Maier is Focus on the Family's Vice-President, Psychologist in Residence. A licensed child and family psychologist, Maier hosts the national "Weekend Magazine" radio program. He is a frequent guest host for the daily "Focus on the Family" radio program and "Focus on the Family Commentary." He also acts as a media spokesperson for Focus on a variety of family-related issues.

Bill Maier: Now I understand this book is based on some tragedies and some triumphs that you've experienced in your own family, can you tell me some of that story and how these experiences led you to write this book?

Yolanda Powell: Oh sure, Bill. Like many families, we've struggled with all the issues of time, money, energy, and simply prioritizing what's important. And in those early years we didn't know our left from our right. William and I were trying to feel around on how to do this marriage thing; and then when the kids came - how do you do that! But the bottom really fell out when we attempted, I believe, to move faster and obtain more than we were really ready to handle. We wanted the big house, we wanted the car, we wanted the disposable income, and we just wanted it all so quickly! We went from one spectrum - when William was in school full time and we didn't have a lot and he was working on his degree and I was home trying to raise boys - to just going all the way to the other side and just having so much and yet not having it all together...being too busy for God, for kids, for neighbors, for family, for each other.

Bill Maier: What happened at that point in your lives?

Yolanda Powell: Well, it was kind of like a Mack truck hit us from the side, and reality came crashing in on our little posh world we had to question, "What is family, what is life, and what are you doing here?" We began to kind of look at each other with tears running down and it was not just about being financially at rock bottom [either]. William ended up losing his job and we couldn't pay our bills for a long, long time. And what we realized was that we were not just financially at bottom, but we were spiritually malnourished, biblically bankrupt and personally deficient.

Bill Maier: So what did you do at that point?

Yolanda Powell: We begin to cry and pray a lot, hold hands and really assess... and to take what I call a spiritual inventory - a personal inventory of our lives. To ask, "What happened? Where are we? How did we get here?" Really, we simply prayed a lot and opened that dusty old Bible and began to ask sincerely, "Are there answers here for us?"

Bill Maier: Did you sense God was moving through, even though it was a difficult experience that it was actually for your own good?

William Powell: Certainly, it's sometimes through those low valleys that God can get our attention. It was when I lost my job and having to really rely on Him, more so than myself, for our well being. It made me realize that we have to keep God *first* no matter if we're on top of the mountain or in the valley! So God has a way of getting our attention and He knows just what strings to pull.

Interview with Yolanda Powell & William J. Powell by Dr. Bill Maier, Focus on The Family—cont'd

Bill Maier: Were there any other Christians that came along side you during this time or any leaders in your church that helped you through this process?

Yolanda Powell: Yes, our pastors and friends at the time helped us, but I'll tell you what *really* helped. We turned to a little passage in the Old Testament, Isaiah 55. Today I call it "The 5-5 Family Plan" because there God says to all of us - whether we're all the way in with him, kind of on the side or wherever we are - it says, "Come buy and eat without money and without price," and I tell you that really blew our minds! It was like, 'you mean we can get stuff back and get closer to you without a credit application or without a FICA score, without all the issues of life?' And it was there [in that place] that all of our friends and pastors at the time kind of helped us by saying, "Yes, you all need to focus much closer in on what's really of value and that's one another and your family."

On Marriage...

Bill Maier: Now you have a concept of a three-fold cord that you write about in your book. How does this play out in practical terms as far as your marriage goes?

Yolanda Powell: Well, that three-fold cord term comes from the writing of King Solomon in the Old Testament book of Ecclesiastes. In there, he begins to talk about how two are better than one and how they have this reward for their labor and how if you get into a fight and you have two, we can wart off our enemy. Or if we lie down and it's only one, 'How can you be warm alone?' And as [Solomon] talks about this two-piece then, all of a sudden - out of this little passage explodes this thought, "But a three-fold cord is not quickly broken!" And that's what raptured William's and my heart and we kind of grabbed onto it like an anchor and a rope early in our marriage. We wanted it for our life verse and it has been the thing that has made marriage wonderful even in the bitter days, because having not just a horizontal relationship, but a vertical relationship has made all the difference. It's not just your opinion or my opinion, your agenda or my agenda, but where's the Word of God here? Where's the bigger picture and how do we embrace that? So the three-fold cord is the thing that kind of keeps us snug even when we don't want to be snug. It pulls us together when we want to pull apart and it keeps us focused again on the big picture.

Bill Maier: I think you both agree that there are a lot of marriages today in serious trouble and it seems a lot easier for folks to pull apart than to draw close over the years, but you've developed some techniques that have helped you maintain a strong relationship. In the book you talk about several things: love and conquer hug, word pictures, creative communication, unconditional love, spontaneous romance, and spiritual endurance. Can you just touch on a couple of those for us?

William Powell: Sure. I'll break in on the love and conquer hug. I remember one time Yolanda and I were at what seemed to be an impasse about a decision we were about to make; and you'd have to know my wife. She is very dramatic and her arms flail all over the place. I'm kind of the opposite; I'm kind of low key and mellow. We were having one these knock out drag downs and she was flailing the arms and saying "Listen, you just don't understand!" And I just reached out and grabbed her and just hugged her and embraced her. But I could feel her resistance and over about 15 seconds the resistance seem to melt and it seemed as if we were just one goeey liquid for a moment. We held on and we both began to weep a little. After we got away from it and assessed it, we saw that as a strategy, as a weapon against discord. When we find ourselves in the throws of disunity [its important] to just grab one another and just hold on and don't let go until we reach that place of finality and we know that everything is okay.

Bill Maier: How about spontaneous romance, what does that mean for the two of you?

William Powell: Spontaneous romance, just thinking about it just gives me goose bumps. I think a healthy marriage must be exercised and courted and wined and dined if you will. Couples must take those long walks, get alone periodically, smile at each other, lighten up and laugh at stuff. They must date weekly or biweekly. Turn on the TV! And when I say TV, I'm not talking about TV in the sense that we know it. The "T" stands for Tender and Transparent and the "V" stands for Vocal and Vulnerable. When you get to that place where you can relate to one another on that level, it just opens the door for all kinds of spontaneity in your love relationship.

Interview with Yolanda Powell & William J. Powell by Dr. Bill Maier, Focus on The Family—cont'd

Bill Maier: How do word pictures play into your relationship?

Yolanda Powell: Well, word pictures are very, very important because, as William says, I'm a very dramatic person – drama queen here! But I found by talking in what we call "Technicolor," that we could use words and pictures and phrases that the other person can relate to. So many times when we get into a disagreement or at an impasse as William said, we just want to stick to our (personal) points. This is what I feel! This is what I think! And we're not really pulling the other person into the conversation so that we're sharing our heart. Well, with a word picture, you get to do that. For example, one that becomes clear to me is when I was away for a long period for a ministry time away. William grabbed me at the door and said... "On the day I married you it was like God opened up the great china cabinet of heaven and went through all of these compartments. He continued past all of His finest china display, and until at last He opened up the last door to showcase His rarest and most valuable piece and that's you!" Now that pulls me into his heart more than just a regular, "Honey, I missed you." The word picture of china, for me, was very significant because, fine china and a favorite tea cup is very important to me. So when William uses that particular picture, it touches me in a deep place where words travel so far and wide that they pull you into the fullness of what is being said. We use word pictures a lot in our marriage. It really works and I think it could be strength for a lot of couples that are struggling in this language of love.

On Parenting...

Bill Maier: Let's talk about parenting for a second. You have this concept of mother wit and father-power. What's that all about?

Yolanda Powell: Oh, it's a theory that I've come up with because I've watch too many moms really do this thing and too many dads do it and what I believe is that moms have, as you all have heard, "eyes in the back of their heads!" They have this intuitive wit...this penetrating wisdom... this on the spot insight... that just cuts right to the core and gets things done! It helps them know how to parent and how to mother and how to be tender and how to be tough at times. Its important mothers have that. But what I've also noticed something else. I was writing this urban family article years ago, and I noticed that even though I had that wit, that intuitive piece, William had this power! And I'll tell you what was happening. I was in a situation with my three boys and it was bedtime of course. Adolescent bedtime you know is just crazy. And they were in a fight over whose pillow was whose. "That's my pillow!" "No it's not!" And they are going back and forth and I was weary. It's the end of the day, I'm tired and so I yell out, "Just keep the pillow you have and go to bed!" Then William walks into the room and he says with his strong calm voice, "What's going on here?" And when he said that, immediately calm filled the room. Everybody quieted down and I eased out of what I called, "the combat zone," okay? William goes in and all of a sudden, with his silent power, his voice and his presence, he eases everything like magic. You can hear quiet talking, "Daddee, so and so did this, and Daddee, this is what happen today..." and there it goes... wielding the power! So that was the one thing that I really wanted to write about in this book. Mother wit is wonderful but there is this other thing working called, "father power!"

Bill Maier: The sexes really are different in what we bring to our parenting. Mothers and fathers offer kids very different sets of qualities don't they?

Yolanda Powell: Absolutely.

William Powell: I think both areas have their strengths and certainly helps to reinforce the other.

Interview with Yolanda Powell & William J. Powell by Dr. Bill Maier, Focus on The Family—cont'd

On Community...

Bill Maier: Now you wrote *Soul Food & Living Water* primarily with an African-American audience in mind. Why was it important to talk specifically to African-American Families in this book?

William Powell: Well, one thing we found out through our journey through the Old & New Testaments of the Bible is that God uses the culture of mankind sometimes to speak to them. Whenever He wanted to share a deep spiritual principle, the Lord used examples of the Hebrew and Israelite culture. It was a way of using, as we talked about before, “word pictures” if you will, to express a deep meaning. With respect to our emphasis on the African-American family, well number one. We did it because we represent it that culture. And two, when we would go to book stores, we never could find things that would speak just to us in terms of reflecting not only our spiritual side but also our culture and heritage. We saw *Soul Food & Living Water* as something we could bring to the table to fill that void, if you will, and think we’ve done a good job in doing that.

Bill Maier: What do you think the greatest needs are today in the African-American Family?

Yolanda Powell: I think one of the greatest needs is for us to return to our need for spiritual nurture and nourishment. I know that doesn’t go with the social ills. But, we already know the problems. We know we have parenting issues and female heads of households. We know that there’s crime and drive by shootings, but I believe, with all my heart, that until we return (and I say “return” because these are the old landmarks that have brought us this far: our faith, our culture, our sense of God and our sense of one another) to somehow recapture in the midst of the 21st century - a renewed, new millennium, Christ-centered family unit! Honestly, we’ve gotten away from the necessity of sitting down and being in each others face and praying and considering the issues at hand in a biblical framework and with a prayerful mind. We have lost the art of saying, “Come on now, we can work this out! How are we going to do it ya’ll? How are we going to handle this righteously? – And making a sound and solid plan before the Lord to pull together and do it. That has almost totally left us, and that is a major issue that is all over - whether in suburban sprawls or in urban centers. Families are in trouble because there’s no spiritual center.

Bill Maier: So it would seem to me then that this book is not only for the African-American family even though it may specifically be addressed to them, it has powerful things to say to White, Hispanic, and Asian families as well.

Yolanda Powell: Absolutely, absolutely.

William Powell: Bill, can I share with you a review from some Anglo-Saxon friends of ours in Pennsylvania after reading *Soul Food*?

Bill Maier: Sure.

William Powell: Quote – they say, “*Soul Food & Living Water* extends far beyond the boundaries of race to reach the heart of any family who purposes to raise up a generation to be salt and light in this world. Gary and I decided there must be some African-American mix within our PA Dutch lineage after reading the book. By combining honesty and boldness with grace and truth, this book ministered to our spirits and challenged us to raise the bar as we seek to nurture our own family in the ways of the Lord.”

Bill Maier: Well thank you so much for your time today.

Yolanda Powell: You’re welcome.

William Powell: Thank you, Bill.



Soul Food & Living Water Radio & Television Appearances



Spring, 2003

WATC-TV ATLANTA, GA, BABBIE MASON TELEVISION SHOW "BABBIE'S HOUSE"—Live interview with Babbie Mason & Yolanda Powell to discuss her new book *Soul Food & Living Water*. The show is broadcast from WATC-TV 57 in Atlanta and shown on several cable & satellite networks around the globe.

WGTS 91.9 FM "BREAKAWAY" RADIO SHOW, TAKOMA PARK, MD WITH DR. GERRY FULLER—*Soul Food & Living Water* book interview with Yolanda Powell. Air times—3/14/03 at 7:30 pm & 3/15/03 9:00 am EST.

WMUZ 103.5 FM "FLASHPOINT" RADIO SHOW, DETROIT, MI WITH BOB DUTKO—Live *Soul Food & Living Water* book interview with Yolanda Powell. *Flashpoint* is the only program on Detroit radio or TV dedicated exclusively to a look at news and current events from a Christian perspective. Air time 1:00 pm EST.

WVON 1450 AM "MO IN THE MIDDAY" RADIO SHOW, CHICAGO, IL WITH PERRI SMALL—Live *Soul Food & Living Water* book interview with Yolanda Powell. The show focuses on breaking news, politics, racial and cultural issues, entertainment, community concerns. Air time 1:30 pm EST.

KJTY JOY 88.1 FM RADIO SHOW, TOPEKA, KS WITH ANTHONY BARBER —*Soul Food & Living Water* book interview with Yolanda Powell.

WFIL 560 AM/WZZD 990 RADIO SHOW, PHILADELPHIA, PA WITH MARK DANIELS —Live *Soul Food & Living Water* book interview with Yolanda Powell. Air time 5:00 pm EST

KLFC 88.1 FM "GOOD MORNING OZARKS" RADIO SHOW, BRANSON, MO WITH CHARLIE INGRAM & KEITH O'NEIL — Live *Soul Food & Living Water* book interview with Yolanda Powell. Air time 8:30 am EST.

Summer, 2003

NATIONAL PUBLIC RADIO SHOW "POWER POINT," ATLANTA, GA WITH CARMEN BURNS—Yolanda Powell will be part of *PowerPoint's* annual Mother's Day 2-hour special. She will be on a panel that will take call-ins from the listening audience. *PowerPoint* is the first NPR program to address issues of interest to the African-American community. The show is produced on the campus of Clark University in Atlanta, GA. Air time 10:00 pm - 11:00 pm EST.

WORT 89.9 FM "8 O'CLOCK BUZZ" RADIO SHOW, MADISON, WI WITH STAN WOODARD — Live *Soul Food & Living Water* book interview with Yolanda Powell. Motivations for writing the book, how God plays a part in effective parenting, and some practical advice for families will be discussed. Air time 9:30 am EST.

WEAA 88.9 FM "MORNING JOURNEY" RADIO SHOW, BALTIMORE, MD WITH SANDI MALLORY—Live *Soul Food & Living Water* book interview with Yolanda Powell. Air time 9:20 am EST.

WSB AM "MINORITY PERSPECTIVES" RADIO SHOW, ATLANTA, GA WITH CONDACE PRESSLEY—*Soul Food & Living Water* book interview with Yolanda Powell. *Minority Perspectives* is a weekly public affairs program focusing on issues of interest to the African-American community. Air date May 25, 2003. Air time TBA.

WATC-TV ATLANTA, GA, "ATLANTA LIVE" TV SHOW—Live *Soul Food & Living Water* book interview with Yolanda Powell. Air time 1:30 pm EST.

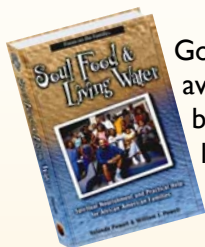
ATLANTA INTERFAITH BROADCAST NETWORK (AIB) TELEVISION! "A WOMAN'S PLACE", ATLANTA, GA WITH ANGELA RICE—*Soul Food & Living Water* book interview with Yolanda Powell. Air times TBA.

"FOCUS ON THE FAMILY" WEEKEND RADIO SHOW —*Soul Food & Living Water* interviews with Yolanda Powell & William J. Powell. Dates—Every weekend in June

"Crux Communications Radio" - Syndicated taped show featuring The Powell's while at the Christian Booksellers Association in Orlando, Florida.

FROM THE PRINTED PAGE TO THE SPOKEN STAGE!

Soul Food & Living Water Expands into Family Strengthening Seminars



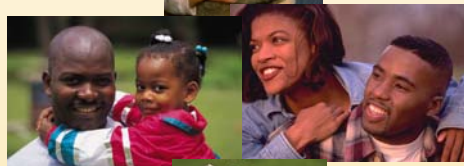
God has sent a strong word of empowerment to aid and equip the family and it's now available in a traveling seminar! Authors William & Yolanda Powell will use their new book, **Soul Food & Living Water**, as a "living and breathing textbook" to enrich the lives of families in your local church, civic group or community organization.

We're turning our hearts to the African-American Family!

**Gathering
Together**



**Unified in
Faith**



**Strengthened in
Love**



**Growing
Family by
Family**

You can host this family strengthening seminar in two dynamic ways, either as a:

- **Two-day seminar** which begins Friday evening & continues all day Saturday, featuring the Powell's as a power-packed duo, and a host of engaging break-out sessions for every member of the family; or
- **A two to three hour seminar presentation** featuring Yolanda *only* with her lively delivery style and incredible oratory skills! In this seminar one to three topics in the book (from marriage and parenting to household organization and youth culture) are creatively woven together to impact and transform the whole family.

Both seminars are overflowing with spiritual bounty and practical insights. You'll hear engaging vignettes and refreshing anecdotes (not all printed in the book) like: Crowning Christ Lord of the House, Hitched Together-Hooked Tight-Holy Tied, Technicolor Talk and the Third Partner; Turning Bebe's Kids into God's Property, Understanding Holy Hip & Teen Culture, The Gigantic Grandparent Principle, A Day Early & A Dollar Over, Household Organization to the 3rd Power and so much more!

For further details on how you can host a **'Soul Food & Living Water' Family Strengthening Seminar** in your local area, please contact ministry coordinator and booking agent, Carolyn McCalvin at 301-429-0463 (direct), 410-286-8423 (office) or send her an email at mccalvin@netzero.com

A PARTIAL LIST OF CHURCHES, GROUPS & ORGANIZATIONS WHERE THE POWELL'S HAVE PRESENTED

Churches

Higher Dimensions Christian Center (Baltimore, MD)
 Mount Hope United Methodist Church (Huntingtown, MD)
 Harvest Community Church (Birmingham, AL)
 Word Power Baptist Tabernacle (Forestville, MD)
 The Rapture Church (Annapolis, MD)
 New City Church (Birmingham, AL)
 Bethel Way of the Cross Church (Huntingtown, MD)
 Asbury United Methodist Church (Pennsauken, NJ)
 Bell Grove Baptist Church (Syracuse, NY)
 Patuxent United Methodist Church (Huntingtown, MD)
 Comfort One Another Christian Center (Capital Heights, MD)
 Pilgrim New Hope Baptist Church (Lake Park, FL)
 Listen to God Ministries (West Palm Beach, FL)
 Voice of Calvary Fellowship (Jackson, MS)

Schools

Birmingham Public Schools (AL)
 Calvert County Public Schools (MD)
 Syracuse Public Schools (NY)
 Cornerstone Christian School (Birmingham, AL)
 St. Mary's College (St Mary's County, MD)
 College of Southern Maryland (LaPlata, MD)
 The Practical School of Evangelism (Lake Park, FL)
 Issachar Academy (Huntingtown, MD)

Ministries

Voice of Calvary Ministries (Jackson, MS)
 Women on the Move With God, Inc. (Syracuse, NY)
 Greater Philadelphia Christian Writers Conference (PA)
 Mid-Atlantic Christian Writers Conference (Hagerstown, MD)
 The Convening of the Evangelist (Palm Beach Gardens, FL)
 Camp Hebron Retreat Ministries (Halifax, PA)
 Center for Urban Missions (Birmingham, AL)
 I AM Incorporated (Montgomery, AL)
 Syracuse Rescue Mission (NY)

Community Organizations

Kirk Park Colts Football Association (Syracuse, NY)
 Southern Maryland Chain Chapter - The Links Incorporated (MD)
 Teen Institute of New York (Syracuse, NY)
 Girls Incorporated (Jackson, MS)
 National Caucus of Black Women (Washington, DC)
 Retired Teachers Association of Southern Maryland (MD)
 Syracuse Community Health Center/Total Care (NY)
 Victory Drug Center of Prince Georges County (MD)
 Knights of St. Jerome – Black History Program (St. Mary's, MD)
 Syracuse Unit Beauticians & Barber's Association (NY)

For immediate release

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www.the-spoken-word.org

*Transforming Lives by the
Power of the Spoken Word!*



In December of 2002, The Spoken Word International (TSWI) was created by our parent organization, Oracles & Utterance, Incorporated - a 501(c)3 tax exempt corporation as a "ministry outreach." Our outreach activities range from speech and voice workshops at Christian conferences to interactive language presentations at public schools; and from creative Bible programming on Christian radio to state-of-the-art reader's theatre at community centers.

At TSWI, we strongly feel that the spoken power of God's Word will restore families, challenge students, reform entertainment and reorganize neighborhoods. The framework for all change and transformation lies within the creative applications of God's Holy oracles and ordinances. As Hebrews 11:3 informs us that, "Through faith we understand that the worlds were framed by the Word of God, so that things which are seen were not made of things which do appear."

To arrange family seminars, speaking engagements, and media interviews, call Carolyn McCalvin, 410-286-8423 or email at mccalvin@netzero.net