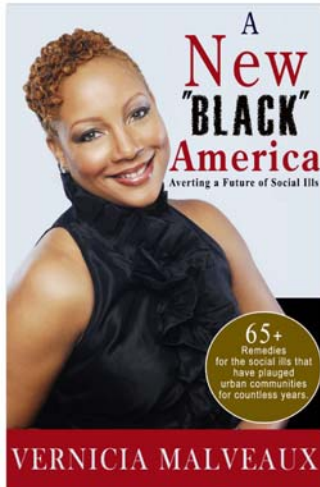


A New Black America



For more information contact:
Lorigan Respres
Phone: 404-437-3484
newblackamerica@hotmail.com
www.anewblackamerica.com

Dear Editor/Producer,

Have you ever wondered about the state of Black America and which direction it is going in? When was the last time you thought about the various social ills that disproportionately affect African Americans? Many people all over the world are daunted by the issues that currently affect the Black community, and are wondering how to begin solving these very specific problems.

Readers who want to change their perspective on the state of Black America as well as positively influence those around them will benefit from the tips and techniques that are included in the new book by VERNICIA MALVEAUX called: ***A New Black America, Averting a Future of Social Ills*** (Aadvark Global Publishing 2009)

In this practical guide book, Ms. Malveaux explores over 65 specific topics that have contributed to why African Americans have struggled to gain the respect, success and peace they deserve. It includes such concepts as putting family first, curbing negative attitudes, managing personal and professional relationships and staying on top of preventable health problems.

In the most down to earth way possible, Malveaux introduces concepts, approaches and overall insight into how the average black person can change their life for the better, one step at a time. The goal is not only for African Americans to become more effective communicators but for them to be more conscious about what is going on in the world around them.

Malveaux has several years' professional experience working in social and mental health service. As a current marketing professional at the Carter Center (Former President Jimmy Carter's Human Rights Organization) in Atlanta, she does important and effective work on a daily basis to impact the world around her.

She is an accomplished and charismatic speaker with a passion for making a difference and inspiring those in the African American community to reach for the stars and beyond. Thank you in advance for your time and consideration.

Warm Regards,
Lorigan Respres

Overcoming Social Ills

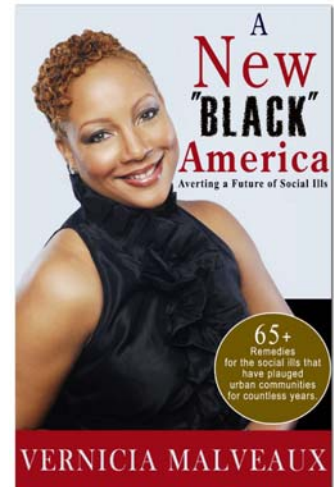
Changing self-destructive behaviors, one at a time

When practiced on a consistent basis, self control and awareness offers a path for African Americans to gain knowledge and fulfillment. It enables you to interact in positive new ways, uncover truths about yourself and others, and shape the way the world views you in a more positive way.

That's the idea behind a new book by Vernicia Malveaux. In ***A New Black America, Averting a Future of Social Ills*** (Aadvark Global Publishing 2009 \$14.99), Malveaux introduces concepts, approaches and overall insight into how the average black person can change their life for the better, one step at a time. Most people assume that there are too many issues in the African American community to tackle, therefore giving up before they begin. Malveaux introduces practical advice for changing the way you treat others, managing your finances, raising your children and pursuing "The American Dream". Readers also learn:

- How to take better care of themselves mentally and physically
- How to curb negative and dismissive attitudes
- How to respect authority
- How to take responsibility for their own actions
- Tips for managing and recovering from devastating life experiences such as domestic abuse, relationship failures and other disappointments
- How to make a positive impact on children
- How to make thorough and informed choices about life
- How to manage difficult relationships
- How to avoid financial pitfalls and be a informed consumer

Practicing the essential principles outlined in this book leads to mastering relationships—at work, at home and with yourself. ***A New Black America*** is both philosophical and practical, providing concrete methods readers can use to be respected, make a difference and be more effective in everything they do.



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newblackamerica@hotmail.com
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About the Author

Vernicia Malveaux



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Phone: 404-437-3484
newblackamerica@hotmail.com
www.anewblackamerica.com

Vernicia Malveaux is an entrepreneur, philanthropist, busy marketing executive and mother. Her plethora of experiences while growing up in West Atlanta in an all black community has led to her to become the compassionate and concerned individual that she is today.

Being that she is the first in her immediate family to graduate from college with a degree in marketing management, she has made it her duty to observe, reflect on and record the behaviors of those around her in an effort to make a positive impact on her environment.

Ms. Malveaux's career began with her work on the wildly popular Frank Ski and Wanda morning show in Atlanta. Since then, Malveaux has dedicated her life to social service, with the majority of her professional experience including managing internet marketing programs at highly respected non-profit organizations. She currently is the Internet Marketing Manager at The Carter Center in Atlanta, GA.

Malveaux also launched her website (www.anewblackamerica.com), which is not only the place where readers can purchase her book and follow her progress, but it is an outlet for people to communicate their thoughts on various issues that affect the African American Community. Her website provides positive resources for those interesting in gaining more perspective on issues that affect the black community.

Malveaux has written many blogs and articles and has received a tremendous amount of positive feedback and excitement for her efforts to empower those who are looking to establish a strong foundation on which to build their lives.

Malveaux is a charismatic and relatable speaker who uses humor, common sense approaches and straight forward dialogue to bring clarity to complicated issues. She welcomes every opportunity to speak locally as well as around the U.S. in an effort to spread the word about **A New Black America**.

She currently resides in Atlanta.

Segment Ideas/Topics

Setting a Strong Family Foundation

Learn how certain behaviors have prevented Black Americans from leading a productive and fulfilling family life.

Many sociologists claim that the break down of the African American family unit could be the largest contributor to the chaos that we currently see throughout our culture. Malveaux says that we have so many specific familial issues that have gone without being addressed for decades that it is alarming. She discusses:

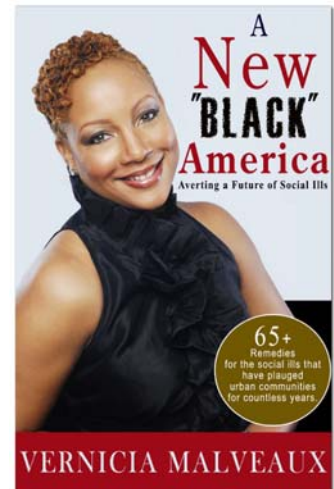
- The lack of commitment in relationships
- Child abuse and bitter parents
- The common practice of out-dated parenting techniques
- Family Feuds and the lack of family structure
- Undercover homosexuality and its impact on family

Black Women and Managing Relationships

How Black Women struggle to manage all of their responsibilities as well as maintain healthy relationships.

Over the last several years, the obsession with single black women and their relationship woes has become one of the biggest issues on the dating scene. Some statistics show that nationally, for every 10 single black women, there are only seven single black men available. Other statistics show that almost 43% of black women may never marry, because of the extreme shortage of marriageable black men. Learn how:

- Bad attitudes and self righteous behavior has prevented some women from finding true love
- Emotional baggage has long term negative affects on the psyche
- Materialistic women usually loose in the end
- Toxic friendships can stop healthy relationships from blossoming
- Poor self images and promiscuity can damage reputations and prevent personal progress



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Segment Ideas/Topics

Black Men Need Love Too

Black men need support and love just as much as anyone else, despite the stereotypes.

Although it is widely believed, especially in southern regions that men have the advantage when it comes to relationships, the reality is that there are many black men who are just as confused and frustrated with their love life as black women. The myth that men are not concerned about having a relationship is just that, a myth. Find out:

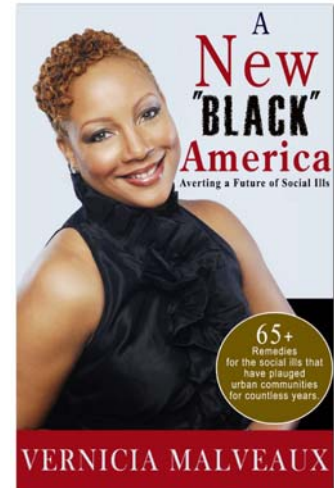
- How a lack of self awareness keeps many black men from being accepted throughout society
- How over-confident men often miss what life is really about
- Why womanizers and playboys end up with the short end of the stick in the long run
- How inferiority complexes block the development of loving relationships

Why Must We Hold Each Other Down?

We often complain that the world is unfair toward us, yet we give each other a harder time than necessary.

Unfortunately the term "Crabs in a Bucket" almost perfectly describes how many black people commonly behave towards each other. According to many urban dictionaries, "Crabs in a Bucket" syndrome is often used to describe social situations where one person is trying to better themselves and others in the community attempt to pull them back down. She discusses:

- How jealousy and envy keeps the members of the black community at odds with each other
- How we make our own lives more difficult by having negative attitudes towards each other
- How you can use your energy to set a positive example for others



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Segment Ideas/Topics

Criminal behavior: The exception, not the rule

Breaking the law isn't the only way to make ends meet

One cannot begin to break down the social ills that burden the African American community without directly addressing the criminal element that seems to be so common in people's lives. Of course many black people are reluctant to admit it, but the truth is that almost everyone in our community knows someone who is regularly involved in criminal activities. She discusses:

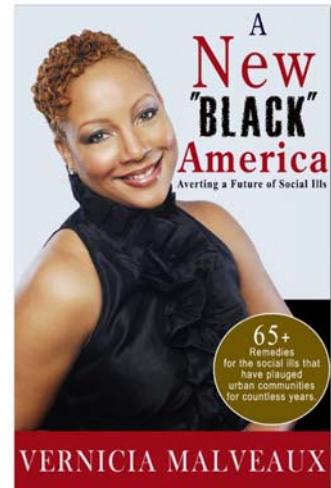
- How to overcome hopelessness and prepare yourself for the future
- How addictive behavior can hinder personal growth
- The traps that repeat offenders often set for themselves
- Black Americas obsession with glorifying criminals

Success in the Workplace

We often struggle to "find our way" in the professional world

A large amount African Americans feel helpless and ill prepared to be competitive in the modern day workplace. Often times we grow up in environments where the focus is on survival, not necessarily professional growth when it comes to having a job. Learn:

- How to pave your own way professionally without looking for a hand out
- How to lessen the digital divide
- How to understand that a fear of growth is crippling
- How to improve work habits in order to gain respect in the workplace



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Segment Ideas/Topics

Financial Freedom is only a few steps away *Gain the knowledge to break free from financial debt*

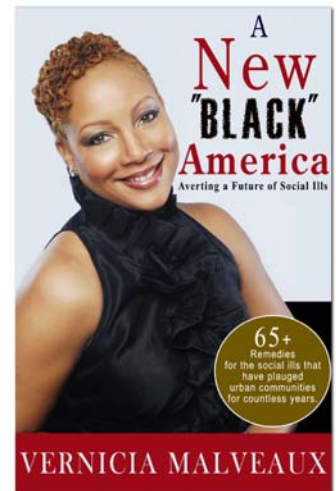
It is no secret that many African Americans are behind the curve when it comes to understanding the importance of financial freedom and good credit. As discussed in the following section, many of us are content with barely skating by and living "check to check" in order to make ends meet. She discusses:

- How failure to teach our children about credit has created a disadvantage
- How to take managing finances seriously
- How African Americans propensity for being "slaves to fashion" limits their opportunity for financial growth
- How couples can work together to get out of financial ruts

Mental and Physical Health is Key *If we don't take care of ourselves, who will?*

If we as a people could begin to care and learn more about our health in general, we could definitely advance by leaps and bounds in every other area. There are many health issues that unnecessarily and disproportionately affect the African American community. Learn:

- How bad eating habits really are shortening lives dramatically
- How to take mental illness seriously
- The scary truth about HIV/AIDS and how it is tearing apart our community
- How important early detection is when preventing deaths from various diseases, especially Cancer



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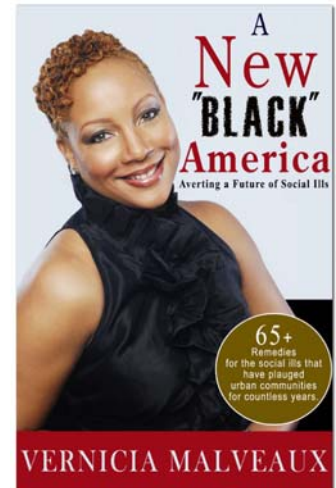
Segment Ideas/Topics

Religion and the Ties that Bind

Flushing out the complicated relationship between Black People and “The Church”

Many would argue that the topic of religion is one of the most important issues in the black community. A large amount of African Americans rely on their religious beliefs to govern or influence many aspects of their lives. She discusses:

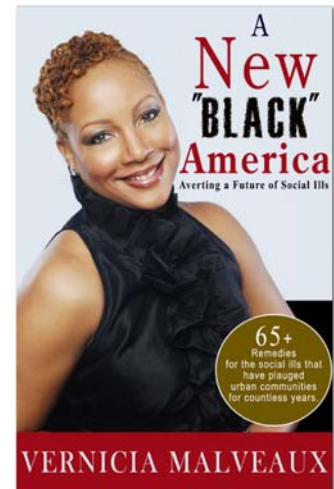
- African Americans conflict with each other over “Mega Churches”
- How “fear tactics” have been used through out history to prevent people from having spiritual and mental growth
- The difference between true spirituality and superstition
- The importance of having a spiritual balance in relationships



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Suggested Interview Questions

1. Is there a “cure” for the social ills that plague Black America?
2. What is the target audience for this book? Is it just for Black Americans?
3. What can the readers of this book do to make an immediate impact on their community?
4. It is unbelievable how many people are not aware of the world “outside of their window”. What do you think is the cause of this?
5. What are some practical strategies that people can apply to start moving in the right direction with their personal and professional lives?
6. Give an example of why you are so familiar with some of these scenarios, besides the fact that you are African American.
7. What is your hope for Black America and how do you see it once things begin to change for the better?
8. What are some of the ways that parents can make better decisions in regards to raising their children?
9. You name spirituality as one of the back bones of a relationship. Please tell us why you feel this is true.
10. What are some of the ways that African Americans can be more informed about issues that affect them?
11. What are some of the secrets to having self-control and anger management when needed?
12. Why are more African Americans dying from aids in the United States than any other race?
13. Why is it that African Americans have been slow to embrace change at times?
14. What in your opinion is the most important improvement that African Americans can make?



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