



August 2011 Community Impact Champion – Judy Marie Willis

Judy Marie Willis has for over two decades used words to inform, inspire and heal. An accomplished writer, editor, publicist and alternative health journalist, she has witnessed the transformative tool affirmative words and focused thought offers in her work as a lecturer and parent life coach. Ms. Willis believes that thoughts can become things that either manifests our greatest fears or our grandest desires.

A former broadcast management executive and radio producer, Ms. Willis founded Tell the Truth Communications (T3C), a pr firm specializing in New Thought promotions, in 1990. Her company uses organic and affirmative wording to create living documents that stimulate spiritual and intellectual awareness. She has had articles, essays and columns published in newspapers, magazines, anthologies and periodicals both in the U.S. and abroad.

In 2000, Ms. Willis launched the health and wellness program “Black Women’s Wholistic Alliance” and “Journaling to Joy” an after-school program which uses the written word to transform (middle and high school) girls’ body imagery. By deconstructing the words and images used in videos and the media and examining their personal storylines, program participants are able to construct new ways of looking at and loving themselves just as they are. Ms. Willis understands that positive change begins when we approve of and fully accept ourselves without judgment or shame.

Her prose and performance art have been featured at the Western Addition Cultural Center in San Francisco, the Hammonds House Gallery & Resource Center for African American Art and at Eyedrum (both in Atlanta) where she debuted her one-woman show—My Grandfather, Myself—as part of the Without Sanctuary traveling exhibition.

In 2007, Ms. Willis founded ARTS TALKS which capture the aesthetic of exhibited art work through thought-provoking panel content; culturally-relevant performance pieces; artist tributes; youth-based programming; and educational workshops for teachers. Her most recent ART TALKS was a poetic tribute presented at the Delta Arts Center’s “Conversation with Dr. Maya Angelou and Dr. Elizabeth Catlett.”

An environmentalist, Ms. Willis conceptualized and managed WSSU’s Generation Green Festival, the first environmental/Earth Day event ever hosted by a Historically Black College or University (HBCU). “If we are to reach our full potential,” she says, “we must be honorable stewards of all life.”

Her Parent Life Coach Program utilizes unconditional love in interactive, individualized sessions that engage and encourage participants to accept themselves as the creator of their own reality. The I AM*YES component of the program support children of all ages in saying yes to their greater yet to be. Her children’s book and affirmation journal, “I AM*YES – A Magical Kingdom Above the Clouds” will be published in the fall.

A life-long learner, she attended San Jose State University and was a recipient of the Corporation for Public Broadcasting fellowship in radio station management. Ms. Willis formerly served on the Board of the DeKalb Regional Youth Detention Center and looks forward to serving as a Guardian ad Litem volunteer.

A native of San Francisco, she has one adult daughter, one grandson and calls Winston Salem, NC home.

For more information, email her at jwillisparentlifecoach@gmail.com.