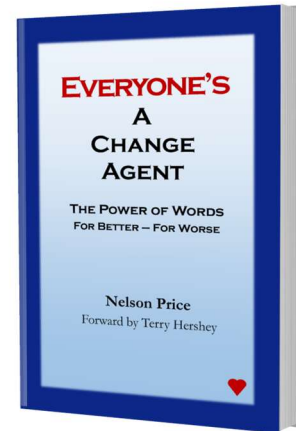


Media Kit

Everyone's a Change Agent

The Power of Words for Better or Worse

By Nelson Price



FOR IMMEDIATE RELEASE

Everyone's a Change Agent: The Power of Words for Better or Worse

Former United Methodist Communications executive writes provocative book on the incarnation and life changes

SYRACUSE, NY – September 16, 2025 – A new book, *Everyone's a Change Agent*, highlights that while religious and political leaders are often recognized as change agents, the truth is that everyone, all of us, are change agents “whether we know it or not.” The author, Nelson Price, emphasizes that our “words” have the power to change another person’s life.

The Rev. Dr. Daniel P. Matthews, Rector Emeritus of Trinity Wall Street, New York City, remarked: “Nelson Price has captured how profound and real meaning can occur in the midst of everyday encounters...how even small encounters in our lives might be life changing.”

Price introduces a provocative understanding of “incarnation,” proposing that it is active in daily life whenever our words become “incarnate” and influence another person’s direction. He draws on the Gospel of John: “In the beginning was the Word... and the Word became flesh and dwelt among us.”

The book also shares Price’s own incarnational experience while reading Fr. Richard Rohr’s *The Universal Christ*. He notes, “It expanded my understanding that Christians don’t own Jesus; he’s available to everyone. And ‘everyone who is doing good is doing God’s will.’”

Rohr, founder of the Center for Action and Contemplation, calls for a more inclusive humanity.

The Rev. Terry Hershey, author, workshop leader, and writer of the daily meditation *Sabbath Moment*, contributed the Foreword.

Throughout his career, Price worked as a professional communicator: communications officer for two United Methodist bishops, staff member of the denomination's national communications agency, and president/CEO of the Odyssey Cable Network. He also produced award-winning programs and documentaries in the U.S., Africa, China, and India.

Everyone's a Change Agent includes a discussion guide for congregations and book clubs seeking deeper conversation.

The book is available at Amazon, Barnes & Noble, and other booksellers.

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About the Book

Everyone's a Change Agent highlights the profound reality that every person, not only leaders, has the capacity to create change. With insights drawn from scripture, storytelling, and life experiences, author Nelson Price explores how our words and encounters can be 'incarnational' — becoming flesh and shaping another person's life. The book includes a discussion guide for congregations and book clubs seeking deeper conversation.

About the Author

Nelson Price served as a professional communicator throughout his career, beginning as communications officer for two United Methodist bishops, later working for the denomination's national communications agency, and eventually as president/CEO of the Odyssey Cable Network, a coalition of 67 faith communities. He has produced award-winning television and radio programs, as well as documentaries filmed in the U.S., Africa, China, and India. Price lives in Dewitt, NY (Syracuse).

Reviews & Endorsements

“Nelson Price has captured how profound and real meaning can occur in the midst of everyday encounters... how even small encounters in our lives might be life changing.”

— Rev. Dr. Daniel P. Matthews, Rector Emeritus, Trinity Wall Street, NYC

Foreword by Rev. Terry Hershey, author, workshop leader, and writer of the daily meditation Sabbath Moment.

Suggested Interview Questions

- What inspired you to write Everyone’s a Change Agent?
- How do you define 'incarnation' in everyday life?
- Can you share a personal story where words became 'incarnate' and changed someone’s direction?
- How did reading Richard Rohr’s The Universal Christ shape your perspective in writing this book?
- Why do you believe storytelling is such a powerful tool for transformation?
- What do you hope congregations or book clubs take away from the discussion guide?
- How does your career in communications influence your view of people as change agents?

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