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J. Primous

NATIONAL ACCESSIBILITY STRATEGIST &
COMMUNITY TRANSFORMATION LEADER

MEDIA KIT



SPEAKER & TRANSFORMATION LEADER

J. Primous is a National Accessibility Strategist & Community Transformation Leader, known for reshaping how ministries, emergency response agencies, educational institutions, and community organizations serve Deaf and Hard of Hearing individuals. As the founder of the DEAFinitely Connected Community Initiative, Primous leads a national movement advancing communication equity, cultural intelligence, and responsible community engagement.

A certified ASL interpreter and author of eleven published works, Primous is the creator of four national-first accessibility standards—the first unified manuals ever developed for Deaf Ministries, First Responders, faith leaders, and community educators. Her work is rapidly gaining national attention for addressing long-standing gaps in public safety, ministry communication, and cultural responsiveness.

Primous's leadership extends beyond accessibility. She has collaborated with influential politicians, public figures, and nationally recognized community leaders, contributing to initiatives that elevate equity, cultural pride, and civic engagement. Her early work in California included pioneering cultural events and community movements that amplified marginalized voices and strengthened local identity. Today, she continues that legacy in Georgia, expanding her impact across ministries, nonprofits, and public service institutions.

Her speaking presence is defined by authority, cultural resonance, and movement energy. Whether addressing leaders, educators, or public safety professionals, Primous delivers a message rooted in truth, responsibility, and transformation.

Her core belief is unwavering: Equity isn't optional — it's a responsibility. Primous stands as one of the most compelling emerging voices in accessibility reform, cultural leadership, and modern community transformation.



11.5K

@BeEmpressive



40K

monthly engagement



12

countries reached



3.5K

email subscribers



SPEAKING TOPICS

✓ **The Silent Crisis in the Church:**

Accessibility Is the Missing Ministry

A direct, urgent call to church leaders: people aren't disconnecting from faith — they're disconnecting from inaccessible ministries. When the church cannot communicate, it cannot disciple. This keynote exposes the crisis and delivers the blueprint to fix it.

✓ **When Leadership Gets It Wrong: The Cost of Cultural Ignorance**

A bold challenge to leaders across ministries, public safety, education, and community institutions. Cultural ignorance isn't harmless — it's dangerous. This session confronts the consequences and teaches leaders how to lead with intelligence, truth, and cultural responsibility.

✓ **The New Standards of Accessibility: A National Blueprint for Responsible Leadership**

A powerful introduction to your four national-first accessibility standards. This keynote positions you as the architect of a new era of communication equity — offering leaders a clear, modern blueprint for responsible, inclusive, and effective community engagement.

Testimonials

It doesn't matter if she writes it in a book, a poem, on her podcast or on a stage - J has one of the most powerful voices of this time.

Derek "DOA" Allen
Award-Winning Musician & Producer

Working with her was an honor for me. Every community needs leaders who share more than their voice but also solutions for positive change.

Susan Tallamantez-Eggman
California State Senator

The Impact

A National Accessibility Strategist & Community Transformation Leader, J. Primous has reshaped how ministries, emergency response agencies, educational institutions, and community organizations communicate with and serve Deaf and Hard of Hearing individuals. As the founder of the DEAFinitely Connected Community Initiative, she leads a national movement advancing communication equity, cultural intelligence, and responsible leadership across the United States.

Her work spans California to Georgia, where she has pioneered cultural events, strengthened community identity, and collaborated with influential public figures to elevate accessibility and cultural truth. With eleven published works and four national-first accessibility standards, Primous stands as one of the most compelling emerging voices in modern accessibility reform.



- 11 Published Works — including national-first accessibility standards for ministries, first responders, faith leaders, and community educators.
- 4 National-First Manuals — the first unified accessibility standards of their kind in the United States.
- National Training Footprint — workshops, keynotes, and leadership sessions delivered across multiple states and sectors.
- Ministry Impact — accessibility frameworks implemented in churches, faith-based organizations, and ministry leadership teams.
- Emergency Response Influence — training and standards shaping communication protocols for first responders.
- Cultural Movement Leadership — pioneering cultural events and community initiatives in California and Georgia.
- Community Transformation Work — programs and trainings that strengthen communication, cultural intelligence, and community engagement.
- National Media & Public Engagement — expanding accessibility awareness through public speaking, advocacy, and movement-centered education.

CREDENTIALS



National Credentials

- National Accessibility Strategist — leading modern accessibility reform across ministries, emergency response, education, and community institutions.
- Certified ASL Interpreter — professionally trained and credentialed in American Sign Language communication and cultural mediation.
- National Trainer & Presenter — delivering high-impact trainings, keynotes, and leadership sessions across multiple states.

National-First Achievements



- Creator of Four National-First Accessibility Standards — the first unified accessibility manuals ever developed for Deaf Ministries, First Responders, faith leaders, and community educators.
- Author of 11 Published Works — including groundbreaking accessibility frameworks, ministry standards, and ASL education resources.
- Founder of the DEAFinitely Connected Community Initiative — a national movement advancing communication equity and cultural intelligence.



Leadership & Cultural Impact

- Cultural Movement Leadership — pioneering cultural events and community initiatives in California and Georgia.
- Collaboration with Influential Public Figures — supporting equity-centered initiatives with politicians, civic leaders, and public influencers.
- Community Transformation Work — strengthening communication, cultural awareness, and community engagement across diverse populations.



Sector Influence

- Ministry Accessibility Reform — implementing accessibility frameworks in churches, faith-based organizations, and ministry leadership teams.
- Emergency Response Accessibility Training — shaping communication protocols and crisis interaction standards for first responders.
- Education & ASL Program Development — supporting educators and institutions in building culturally responsible ASL learning environments.

SPEAKER & TRANSFORMATION LEADER

J. Primous brings extensive national speaking experience across high-capacity environments, including arenas, mega churches, rallies, government meetings, and large community gatherings. Her presence is defined by clarity, authority, cultural resonance, and movement energy — making her a powerful voice for leaders seeking transformation.

She has delivered movement-centered messages to thousands, trained leaders across multiple states, and spoken in spaces where accessibility, cultural intelligence, and responsible leadership are urgently needed.

Speaking Formats Delivered

- Arena Engagements — large-scale events with high-capacity audiences and movement-driven messaging.
- Mega Church Presentations — ministry leadership teachings delivered to congregations of thousands.
- Rallies & Public Gatherings — cultural empowerment, community mobilization, and movement-centered speaking.
- Government Meetings — accessibility and cultural intelligence discussions with civic leaders and public officials.
- Keynotes — high-authority messages delivered at conferences, leadership events, and ministry gatherings.
- Workshops — interactive sessions for educators, ministries, and community institutions.
- Leadership Trainings — accessibility and cultural intelligence training for first responders, ministry leaders, and public service professionals.
- Community Forums — cultural and accessibility discussions that strengthen community identity and engagement.

Audience Sectors Served

- Ministry & Faith Leadership
- Emergency Response & Public Safety
- Education & ASL Programs
- Nonprofits & Community Organizations
- Government & Public Service
- Healthcare & Human Services



STANDARD SPEAKING FEES

(Rates vary based on event type, audience size, and customization needs.)

- Keynote Address — Professional rates begin at \$5,000 High-impact, movement-driven keynote (60–90 minutes).
- Half-Day Training — Professional rates begin at \$7,500 Accessibility, cultural intelligence, or ministry leadership training.
- Full-Day Training — Professional rates begin at \$12,000 Comprehensive accessibility reform, leadership development, or multi-session training.
- Virtual Engagement — Professional rates begin at \$2,500 Keynotes, workshops, or leadership sessions delivered virtually.

TRAVEL REQUIREMENTS

(Standard travel accommodations apply for all in-person events.)

- Round-Trip Airfare — Commercial flight from Atlanta Metro Area.
- Hotel Accommodations — One room, business-class or equivalent.
- Ground Transportation — Rental car or arranged transportation.
- Per Diem — Standard daily rate for meals and incidentals.

BOOKING NOTES

- Contracts & Invoices — All engagements require a signed agreement and deposit.
- Event Customization — Keynotes and trainings can be tailored to ministry, emergency response, education, or community leadership audiences.
- Accessibility Requirements — Events must provide appropriate visual access and communication support for Deaf/Hard of Hearing attendees when applicable.
- Speaker's Assistant Requirement — For select engagements, the speaker may bring a professional assistant to support stage flow, accessibility demonstrations, merchandise sales, and event coordination.
- On-Site Merchandise Sales — The speaker may offer books, manuals, and branded merchandise at the event.

Bulk Book Orders — Organizations may request bulk orders of books or manuals for attendees, leadership teams, or training groups.



INDUSTRIES SERVED

J. Primous delivers movement-centered messages, accessibility reform, and cultural intelligence training across multiple national sectors. Her work spans ministries, emergency response agencies, educational institutions, government bodies, and community organizations.

Primary Sectors

- Ministry & Faith Leadership — accessibility reform, leadership development, and movement-centered ministry training.
- Emergency Response & Public Safety — communication standards and crisis-interaction training for first responders.
- Education & ASL Programs — cultural intelligence, accessibility awareness, and ASL program development.
- Government & Public Service — accessibility briefings, cultural discussions, and leadership advisement.
- Healthcare & Human Services — communication equity and patient-interaction standards.
- Nonprofits & Community Organizations — community engagement, cultural empowerment, and accessibility advocacy.

High-Capacity Environments

- Arenas — large-scale events and movement gatherings.
- Mega Churches — ministry leadership, accessibility reform, and cultural empowerment.
- Rallies & Public Gatherings — movement-centered messaging and cultural mobilization.
- Government Meetings — accessibility advisement and cultural intelligence briefings.



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Community Transformation Leader



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GET IN TOUCH

- Event Inquiries — For keynotes, trainings, conferences, and ministry engagements.
- Bulk Book Orders — Available for leadership teams, ministries, and training groups.
- Media Requests — Interviews, features, and accessibility-related commentary.

A stylized, handwritten signature of J. Primous in black ink.