

# KIM CLARK

UNIVERSITY LECTURER | SPEAKER | AUTHOR

*Diversity, Equity and Inclusion in Communications and Marketing*



@consciouscommunicators



Kim Clark



CommunicateLikeYouGiveADamn.com  
TheConsciousCommunicator.com



# ABOUT KIM

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Kim Clark (she/her) focuses her work on the communicator and content creator's role in diversity, equity, and inclusion (DEI). She is the co-author of *The Conscious Communicator: The fine art of not saying stupid sh\*t*, an Amazon #1 bestseller and the leading voice for DEI communications and social justice messaging guidelines for brands.

Her career spans documentary filmmaking, agency partnerships with the Discovery Channel, teaching at San Jose State University, and leading global internal communication teams at KLA, PayPal, GoDaddy, and GitHub.

Kim speaks at conferences and consults with companies on diversity, equity, and inclusion communications for communicators, content creators, managers, leaders, and general employee audiences.

## RELEVANT TOPIC FOR:

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- Communications
- Mass Media
- Journalism
- Marketing
- Business
- Human Resources
- Sociology
- Human Resources
- Ethnic, Cultural Studies
- LGBTQ+ Studies
- Graphic Design & Illustration

## TRAININGS:

- Student Groups
- Resident Assistant Groups
- Communication Teams
- Title IX Offices/DEI Offices

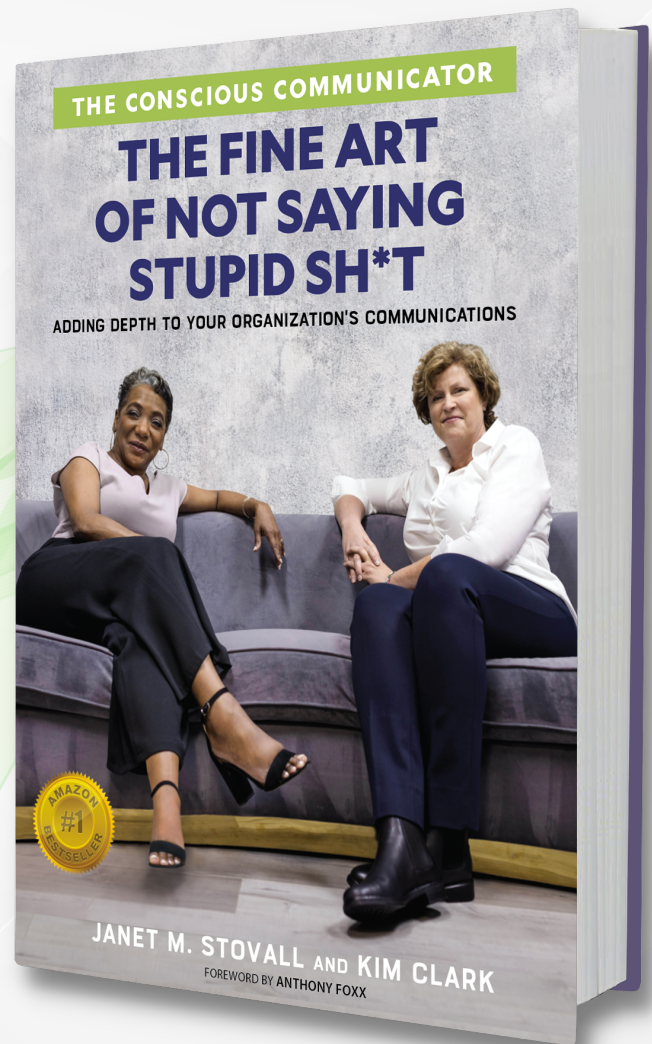


# THE CONSCIOUS COMMUNICATOR: THE FINE ART OF NOT SAYING STUPID SH\*T

Once upon a time, companies stayed out of diversity, equity, and inclusion (DEI) and social justice situations. However, DEI touches every part of the organization, from marketing and sales, to operations and technology, and social justice is no longer something that happens 'out there, somewhere.'

This book helps communicators, leaders, and the organizations they represent answer the why, what, when, and how of planning, messaging, and delivering DEI and social justice subjects. In this groundbreaking book, Stovall and Clark introduce The DEPTH Model™, a framework and practical tool to help companies craft DEI and social justice communications aligned with their mission, vision, and values – consistently, proactively, and in ways that are powerful rather than performative.

The Conscious Communicator was written with universities and colleges in mind. The book is easily adaptable to a course or to be used in assignments.



"A concise but comprehensive set of recommendations for improving a company's social strategies."

*Kirkus Review*



"Recommended for communicators and anyone wanting to make an impact on diversity, equity and inclusion."

*Amazon Review*



"The foundational concept is fully developed and takes into account current concerns and hot topics while melding them with solid, structured advice for effecting positive changes."

*Booklife Review*



"It is a great combination of information, rallying cry, and practical advice to help all communicators understand why we must use a DEI lens in all of our work."

*Amazon Review*

# LECTURE TOPICS



*Shifting from Performative Communications to Transformative Communications: DEI and Social Justice Messaging*



*Moving from Unconscious Bias to Conscious Communications*

*Getting Beyond the Fear of Saying the Wrong Thing: Inclusive Communications and The DEI Lens*

## AS SEEN IN



The Conscious Communicator  
Q&A channel on YouTube



Co-creating a Resilient  
Workforce Conference session

The Philadelphia Tribune

Staffbase



Inner Light Ministries

going deeper  
with Nick Duggan

The Bay Area Beat Podcast

SIEMENS



# TESTIMONIALS

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Thank you to Janet M. Stovall and Kim Clark for this book. It is an excellent combination of information, rallying cry, and practical advice to help all communicators understand why we must use a DEI lens in all of our work.

*Sandra Boone, MA, Journalism and Communication,  
University of Oregon*

SJSU

There is a lot of talk about and 'performing' of diversity/equity/inclusion (newsflash: most people seem to be for it), but not as much understanding, action, behavioral demonstration, assessment, and/or consequences for not following such important directions.

Stovall and Clark move beyond just talking about DEI and and provide the nuts and bolts of what DEI is, can be, how to do it, and why. I'm looking forward to using this book in my general education MEDIA AND CULTURE courses, and bringing Kim to campus for guest lectures and presentations.

*Dr. Kimb Massey, Radio-TV-Film,  
San Jose State University*



## CONNECT WITH KIM

Visit:

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Kim Clark



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The Conscious Communicator  
Book Club & Community

Ask Kim: A DEI Communications  
Monthly Meetup