

Ms. Jennifer R. Farmer, also known as “The PR Whisperer,” is a writer, trainer and small business owner. She is the host of the award-winning United Methodist Women “Faith Talks” podcast, which offers spiritual growth content for women of faith. Farmer is the author of two books, “First and Only: A Black Woman’s Guide to Thriving at Work and in Life” (Broadleaf Books) and “Extraordinary PR, Ordinary Budget: A Strategy Guide” (Berrett-Koehler Publishers). In addition to her books, she is an essayist whose writing focuses on everything from faith to leadership development to issues of gender and race. Her work has appeared in publications such as Thrive Global!, Blavity, Society for Nonprofits, Chronicle of Philanthropy, CNN, The Root, HuffPost, LifeHack, PR Daily, Red Letter Christians and more.

Professionally, Farmer is the founder of Spotlight PR LLC, a boutique firm specializing in communications strategy for leaders and groups committed to social and racial justice. She is founded and runs the Center for Social Justice Leadership, which exists to support leaders and organizations in creating more inclusive workplace cultures. Farmer has provided services to national organizations and celebrities committed to addressing the climate crisis, as well as social and racial injustice.

Through Spotlight PR, she has worked with a host of high-profile clients, including activist, rapper and businessman Michael Render, aka Killer Mike, who is host of the Netflix show “Trigger Warning with Killer Mike” and one half of the rap duo Run the Jewels; engineer and inventor Freddie Figgers; former Ohio State Sen. and 11th Congressional District Candidate Nina Turner; the Rev. Dr. William J. Barber II; author Edgar Villanueva (“Decolonizing Wealth”); Bankhead Seafood; and a host of social justice organizations such as the Funders’ Collaborative for Youth Organizing, Repairers of the Breach, United Methodist Women and more.

Through the Center for Social Justice Leadership, she has trained organizations working to create more just and inclusive workplaces.

Farmer’s understanding of the intersection of politics, advocacy and media has helped the leaders and groups she has worked with stand out in a crowded media landscape. She and the teams she has led have booked clients and colleagues in news stories and TV segments in leading print, digital and broadcast media outlets including The New York Times, The Wall Street Journal, The Washington Post, Atlanta Journal Constitution, USA Today, Politico, HuffPost, “The View,” “The Real,” CNBC, CNN’s Brooke Baldwin, the “Joe Rogan Experience,” “The Breakfast Club,” HBO’s “Real Time with Bill Maher,” MSNBC’s “AM Joy” and MSNBC’s “The Rachel Maddow Show.”

Farmer is a former member of the University of Rochester Board of Trustees’ Diversity Advisory Council and a former member of the advisory board for the National Center for State Courts’ Community Engagement in the Courts initiative. She earned a Bachelor of Arts in English and political science from the University of Rochester.

Of all her titles, Farmer is most proud to be called “mom” and devotes herself to her two children, as well as her two dogs.

Follow her on Twitter and IG using @pr\_whisperer and on Facebook using, @prwhisperer.