EDUCATE YOUR TEAM ON BARATUNDE THURSTON

Emmy-nominated Author, Storyteller, Producer, and Thought Leader

Don't miss Baratunde's Fireside Chat, **Who Tells the Story? Culture, AI, and the Future of American Democracy**, on Wednesday, April 29th, 8:45am, moderated by Mike de la Rocha.

QUOTES:

Some people think the only way to exist is to dominate. But domination isn't belonging. And it's definitely not democracy.

I care about the diversity of the mindset of the people creating our future, and the windows through which we see it, and the tools we use to build it.

Remember something about attention. Yes, it's possible to buy, grab, or even steal it. But it's far better to earn it.

LEARN:

Participate in a BOOST Book Club leading up to the conference. Gather with colleagues and read Baratunde's book, **How to Be Black**, a satirical memoir, comedic guide, and New York Times best-seller. Collaborate and engage with other learners, have deep conversations, and create meaningful connections.

Pre-purchase Baratunde's **best-selling** book, **How to Be Black**, in your online registration account. Pick up your book(s) at the BOOST Exhibit Booth (0101 & 0105). Baratunde will be signing books following his keynote on Wednesday, April 29th, 9:45am.

Listen/watch **Life with Machines Podcast**, A cultural movement (and show) for people who want to live well with AI, not just endure it. Bringing clarity, critique, curiosity (and some comedy) to the AI discourse. A production by Baratunde.

Listen to the **How to Citizen Podcast**, one of Apple's favorite podcasts of 2020, where Baratunde Thurston reimagines the word "citizen" as a verb and reminds us how to wield our collective power. Learn new perspectives and practices from people working to improve society for the many. Join writer, activist, and comedian Baratunde on a journey beyond politics as usual that will leave us all more hopeful, connected, and moved to act.

Watch Baratunde's **TED Talk**: How to deconstruct racism, one headline at a time.

Watch **AMERICA OUTDOORS** with BARATUNDE THURSTON as the best-selling writer, podcaster and comedian travels the country to uncover our complex relationship with the outdoors. From biologists saving snapping turtles to BIPOC mountain bikers, Baratunde meets a fascinating cast of characters with one thing in common: a passion for being outside.

GET SOCIAL:

Follow Baratunde on social media and send him some love.

Instagram **Threads**

Share Baratunde's posts on social media and use the **#boostconference**

Visit his website. **www.baratunde.com**

© Copyright 2007-2026 BOOST Collaborative