



Tom Farmer

Principal, Brick Duck Communications • Chicago, Illinois USA

A former CNN newsmen, *Larry King Live* executive producer, and winner of Peabody, Telly, and CableACE awards, Tom Farmer provides leadership in executive communications, strategic message design, and interactive media from the perspective of a veteran network television journalist.

At Brick Duck Communications Tom leads efforts to help leaders and organizations express themselves in creative, unexpected ways. Practicing “corporate journalism,” he builds eloquent themes and storylines that support disciplined communication. Tom also leads research projects and seminars and writes for Brick Duck clients – from CEO keynotes and op-eds for publication to video scripts and academic papers.

Tom works on a recurring basis with Intel Security, Microsoft, the US Food and Drug Administration, and leading institutions of higher education. He’s provided social media support for public policy events backed by Brookings Institution and Cisco Systems. For The George Washington University in Washington, DC he directed *Face the Facts USA*, an election-year voter engagement initiative. His writing on behalf of clients has appeared on CBSNews.com, *POLITICO*, CIPHERBrief.com, in the UK *Telegraph*, and in the *Christian Science Monitor*.

Before founding Brick Duck Tom was managing partner at Solid State Information Design, a Seattle marketing consultancy with a nationwide clientele, and directed strategy at ZAAZ, a Seattle website design firm. He developed interactive projects for Converse, Tommy Bahama, Weyerhaeuser, and National Geographic. As a senior creative director at Caribiner International, the largest global marketing communications firm of its time, he created interactive data displays for AT&T and corporate presentations for Fortune 500 firms.

A broadcast news career preceded Tom’s corporate media work. He was a producer and editorial supervisor for CNN, serving as senior Washington, DC supervising producer and executive producer of *Larry King Live*, for which he shared two CableACEs and a George Foster Peabody Award.

Tom produced the infamous 1993 NAFTA debate between Ross Perot and Vice President Al Gore, at the time the highest-rated US cable telecast in history, and exclusive Larry King interviews with Mikhail Gorbachev, Yasir Arafat, and Presidents Bush and Clinton. He produced *Larry King Live* from Tokyo and Hong Kong, and high-rated *Larry King TNT Extra* specials for Turner Network Television.

Tom started as an anchorman and reporter in New England local television news, winning Associated Press awards.

Tom has written for the *Harvard Business Review*, contributed commentary on the “Politics is Sexy” web series, and lectured in the University of Washington’s Digital Media Program and at the University of Massachusetts Isenberg School of Management. He advises the Electronic Journalism Arts Program at Vermont’s Lyndon State College. He holds a degree in government from Dartmouth College.