



## **Tom Farmer**

*Principal, Brick Duck Communications • Chicago, Illinois USA*

A former CNN journalist and a Peabody, Telly, CableACE, and Cicero Speechwriting Award recipient, Tom is co-author of *Bombarded: How to Fight Back Against the Online Assault on Democracy*, finalist for a Foreword INDIES 2020 Book of the Year Award. Tom's a veteran communications professional who forges an organization's or individual's ideas and goals into compelling storylines that win influence and demonstrate staying power.

His capabilities run from speechwriting and presentation design to strategic message and brand development, event theming and production, book doctoring, and media coaching. For select clients, Tom writes for publication on a discreet, no-fingerprints basis, specializing in op-eds, white papers, and submissions to academic journals. CBSNews.com, *Politico*, *Authority* magazine, the UK *Telegraph*, *The Christian Science Monitor*, ICIT (the Institute for Critical Infrastructure Technology), and Georgetown University's *Journal of International Affairs* have published work by Tom credited to client bylines.

Tom's worked on thought leadership initiatives with eminent figures in technology, cybersecurity, higher education, and philanthropy. Current or recent clients include Cisco Security, Theon Technology, Expo 2020 Dubai, Kent State University, CYPHER Learning, Vectra AI, and Roblox. He directed *Face the Facts USA*, an online voter engagement initiative, for The George Washington University in Washington, DC.

Earlier, as a partner or strategy director at west coast creative agencies, Tom won multiple Telly Awards developing videos for The Walt Disney Company. He created interactive projects for Converse, Tommy Bahama, and the National Geographic Channel and digital gallery displays for AT&T.

Tom was a CNN executive and editorial supervisor, serving as senior Washington, DC supervising producer and executive producer of *Larry King Live*, for which he shared the George Foster Peabody Award and two CableACEs. Tom produced the infamous 1993 NAFTA debate between Ross Perot and Vice President Al Gore, drawing a then-record audience for a US cable telecast, and interviews with Mikhail Gorbachev, Yasir Arafat, and multiple US presidents. As an anchorman and reporter in New England local television news, at CBS affiliate WCAX, Tom won Associated Press awards.

Tom's been published by the *Harvard Business Review* and advised the Electronic Journalism Arts Program at Vermont's Lyndon State College. He's lectured in the University of Washington's Digital Media Program and at the University of Massachusetts Isenberg School of Management. He's co-authoring another book framing authentic communication as a differentiating mark of leadership in the AI era.

Tom earned a degree in government from Dartmouth College. He and Brick Duck Communications are based in Chicago.