



Dan Youra Announces “Keep Your Head” Campaign for the Age of AI

FOR IMMEDIATE RELEASE

Public-awareness initiative invites businesses and organizations to help people put human judgment into practice.

PORT HADLOCK, Wash., October 19, 2026 — Cartoonist, author and human-creativity advocate Dan Youra is introducing Keep Your Head, a public-awareness campaign encouraging people to recognize and exercise the intelligence, creativity and judgment they already possess as artificial intelligence enters daily life.

The campaign addresses a practical question behind the promises and warnings about AI: What can an ordinary person do? Its answer begins with human resources people can use today: asking questions, checking claims, drawing on experience, learning new skills and making deliberate choices about technology.

“Keep your head” traditionally means staying calm and thinking clearly under pressure. Youra gives the familiar expression an additional purpose: keep your own judgment involved in decisions about your work, information, relationships and future.

Through cartoons, commentary and adaptable messages for print, audio, video and community discussion, the campaign connects its central idea — AI is different from human intelligence — with everyday actions. It encourages people to check important AI answers, protect personal information and continue practicing their own creative and reasoning skills.

Youra is inviting publishers, employers, professional associations, educators, libraries and community organizations to discuss participation. Possibilities include sharing campaign messages, hosting conversations and adapting practical prompts for their audiences. Interested organizations can contact him to discuss materials and proposed uses.

The initiative builds on Youra’s cartoons, his frontier allegory *The CopyRider* and his Progress Doctrine, an advocacy framework calling for technological progress that serves the public and respects human creative work. His role combines visual storytelling with public advocacy for human agency.

Campaign information and participation inquiries: youramedia@pm.me. Learn about Dan’s work at <https://youranetwork.com>.

Media contact: Dan Youra, Youra Media | youramedia@pm.me

About Dan Youra: Dan Youra is a Port Hadlock, Washington, cartoonist, author of *The CopyRider* and advocate for human creativity and judgment in the age of AI.

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AI IS CHANGING THE WORLD.

KEEP YOUR HEAD ?

Your brain. Your judgment. Your imagination.

Keep your own head. Put it to work.

MEET YOUR MOST FAMILIAR RESOURCE: YOU.

You bring lived experience, relationships, values and responsibility to your decisions. AI can help with tasks. You still have a part in deciding what matters, what to believe and what happens next.

FIVE WAYS TO KEEP YOUR HEAD

1. **Pause.** What am I trying to accomplish?
2. **Question.** What supports this answer? What might be missing?
3. **Verify.** Check important claims against reliable sources.
4. **Choose.** Decide what information to share and when to involve another person.
5. **Create.** Keep practicing your own writing, drawing, reasoning and conversation.

BRING THE CONVERSATION TO YOUR COMMUNITY.

Businesses, publishers, libraries, schools and associations: help your audience put human judgment to work. Ask Dan about campaign materials, a conversation or a publishing opportunity.

Created and led by Dan Youra

Cartoonist • Author of The CopyRider • Human-creativity advocate
youramedia@pm.me | YouraNetwork.com

“Keep Your Head”: An Old Expression Meets a New Question

Someone says, “Keep your head.” You might laugh: “I’ve still got it. Who’s trying to take it?” That moment of curiosity is where this campaign begins.

What did the phrase mean before AI?

In ordinary English, keeping your head means remaining calm and able to think clearly when circumstances become difficult or frightening. Losing your head means allowing panic or agitation to overwhelm your judgment. The head stands for the thinking person.

Rudyard Kipling’s poem *If—*, published in 1910, supplies a famous literary example: “If you can keep your head when all about you / Are losing theirs...” The passage calls for steadiness under pressure. It is a recognizable use of the expression, not evidence that Kipling invented it. This backgrounder does not claim a first recorded origin.

What does it mean in this campaign?

Dan Youra’s Keep Your Head campaign carries that familiar advice into the age of artificial intelligence. It adds a question: as we ask machines to do more, how do we keep exercising our own judgment?

Here, “head” is a memorable image for a whole person: someone who sees, listens, remembers, imagines, questions and chooses. It includes what you notice, whom you trust and how you understand yourself. The campaign uses that image as an invitation to participate actively in your own life.

Why distinguish human intelligence from AI?

AI systems can perform useful tasks, including producing language, recognizing patterns and helping explore ideas. People bring lived experience, purposes, relationships and responsibility for consequences to the situations in which those tools are used. A convincing answer still needs to be judged in context. Fluency alone does not settle whether advice is accurate or appropriate.

Keeping your head means making room for that judgment. Before accepting an answer, ask how it can be checked. Before adopting a tool, ask what it helps you do and what you need to keep practicing. When a decision affects another person, consider who should be part of it.

The campaign’s promise is an invitation to act: use the resources you already have, strengthen them and use technology deliberately. Personal action also belongs alongside accountability from the organizations building and deploying AI.

AI is changing the world. Keep your own head.

Background sources: Cambridge Dictionary, “keep your head”: dictionary.cambridge.org/dictionary/english/keep-head; Fordham Internet Modern History Sourcebook, “Rudyard Kipling: If”: sourcebooks.web.fordham.edu/mod/kipling-if.asp; Poetry Foundation, “If” (2015): poetryfoundation.org/articles/70303/iffy.

“What Can I Do About AI?” Washington Cartoonist Offers a Human Starting Point

FOR IMMEDIATE RELEASE

Keep Your Head campaign puts everyday judgment and practical action at the center of the AI conversation.

PORT HADLOCK, Wash., October 19, 2026 — Amid forecasts about artificial intelligence transforming work and daily life, Washington cartoonist Dan Youra is asking people to take stock of something closer to home: the intelligence they already use.

Youra’s new Keep Your Head campaign turns a familiar expression into a prompt for practical action. The initiative encourages people to pause before accepting an AI answer, check important claims, think carefully about personal information and keep developing their own creative and reasoning skills.

Its premise is accessible: people can learn to use AI while continuing to exercise judgment about its answers and its role in their lives. The campaign speaks to workers, families, students, business owners and citizens making decisions about unfamiliar technology.

“Keep your head” has long meant staying composed and thinking clearly under pressure. In this setting, it also means keeping your own perspective, questions and choices involved as new systems offer to take on more tasks.

Youra brings a cartoonist’s eye to the subject. His cartoons and book *The CopyRider* explore creativity, ownership and power through humor and visual storytelling. Keep Your Head extends those concerns into public advocacy for human agency across everyday life.

Businesses and organizations are invited to contact Youra about bringing the message to their audiences through campaign materials and discussion. Publishers can also inquire separately about his Daily Cartoon subscription.

Contact: Dan Youra | youramedia@pm.me

Website: <https://youranetwork.com>

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About this version

Use this human-interest angle for local media, interviews and community publications. Page 1 is the primary campaign announcement. Send one release suited to the recipient; the flyer and backgrounder can accompany it. The proposed announcement date can be changed to the actual distribution date. No direct quotations attributed to Dan have been invented.

A Campaign People Can Understand—and Use

The campaign's new center

Yesterday's package established a broad media toolkit around "Keep Your Own Head." Today's development gives the shorter name, "Keep Your Head," a public mission: help people recognize, exercise and strengthen their own resources. The cartoons introduce the questions; the campaign invites practical action.

How to describe your role

Dan Youra, cartoonist, author and founder of the Keep Your Head campaign, advocates for human creativity, judgment and agency in the age of AI. "Advocate" communicates your purpose in a press release. "Activist" is also a fair self-description when you want to emphasize organizing people around action.

Two useful campaign comparisons

Smokey Bear: "Only you can prevent forest fires," added in 1947, gives the audience a personal role in a shared problem. Keep Your Head can use that structure: a direct address followed by something the person can do. Personal agency should sit alongside institutional responsibility.

"This is your brain on drugs": the egg and frying pan make an abstract subject visible. The useful creative lesson is a simple image tied to a short phrase. For Keep Your Head, an approachable head, question mark or pencil can make judgment and creativity visible. These comparisons describe communication methods, not proof of equivalent impact.

KeepYourHead.life

A strong thematic fit: it connects the message to everyday life and lifelong use of your own intelligence. My recommendation is to secure it if the checkout confirms an acceptable renewal cost. The quoted \$5.99 may be introductory; it is not verified here as an ongoing annual rate. Say "Keep Your Head dot life" in audio. Initially, it could point to a campaign page on your existing website.

The reported \$9,000 asking price for the .com is a seller's price, not evidence of demonstrated market value or campaign demand. No domain availability or campaign-name exclusivity has been established by this kit. The new domain is omitted from public copy until registration and its destination are working.

Who thought of it?

The supplied October 18 document records the wording but does not identify who first proposed it. The retrieved history did not resolve that question. What is clear is your contribution today: the shorter name, the head/brain/senses interpretation, the emphasis on personal power and the .life connection. This is your campaign; the exact first suggestion remains unverified.

Sources: USDA National Agricultural Library, "Smokey Bear," nal.usda.gov/exhibits/speccoll/exhibits/show/smokey-bear; "This Is Your Brain on Drugs," en.wikipedia.org/wiki/This_Is_Your_Brain_on_Drugs (campaign description); Namecheap domain price table, namecheap.com/domains/ (registration and renewal are separate prices). Prepared October 19, 2026. The flyer uses a preliminary typographic wordmark for review.