



feature type

comic strip

frequency

7x weekly

delivery methods

FTP, UClick®

target audience

General appeal, including parents, home-business people and telecommuters

Have you noticed the growing number of people working from home lately? The Internet is changing the way families interact, and all sects of the entertainment industry are taking notice. ADAM@HOME is leaving the surplus of outdated family comic strips in the dust of the last millennium.

Welcome to the new way to office – straight from the home of Brian Basset. Follow this hilarious yet true-to-life work-at-home dad, Adam, as he deals with job deadlines, minivan support groups, sibling arguments and marital bliss while chasing down overnight delivery trucks and searching for the perfect latte.

Brian Basset began to draw a comic strip in 1984 called ADAM, which centered around a stay-at-home dad and his bread-winning wife. Soon enough the Mr. Mom-themed strip transformed itself into the home-office strip – a voice for the telecommuter or small home-based businessperson. The popularity of ADAM@HOME has been climbing as the home-based work force continues to mushroom, spawning six book collections. Fans are thrilled and e-mailing Basset to let him know:

"Your cartoon has really saved my sanity! I work from home and can relate so well!!!! Thank God I'm not alone... I look forward to your cartoon every day!"

About the Creator:

Brian Basset was born on November 30, 1957, into an artistic family. Brian began his affair with the arts in grade school, drawing caricatures of his teachers, cafeteria attendants and principals. He honed his comedic skills under the tutelage of "My Three Sons," "The Monkees" and of course "The Brady Bunch."

Following high school, where he was given his first chance to draw for a student publication, Brian enrolled at Ohio State University, majoring in fine arts. It was on the student newspaper, The Lantern, that Brian would really sharpen his pencils. He took up residence as the editorial cartoonist, drawing three cartoons a week for three years. During the summers of 1977 and '78 Brian served internships on the Detroit Free-Press as an editorial cartoonist.

In the autumn of 1978 Brian somehow managed a six-month tryout drawing political cartoons for The Seattle Times that eventually turned into a 16-year stint until his position was eliminated for "budgetary" reasons in 1994. Fortunately for Brian and his family of one wife, two boys and numerous piles of bills, he had begun drawing a comic strip back in 1984 called ADAM. It was then that Brian realized that he had become his own cartoon creation.



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