



Here's a comic strip that's spent more than 15 years in syndication, has more than 20 book titles in print and continuously ranks in the top-10-favorite-comics list of men and women from under age 18 through age 54. You know FOXTROT is popular; now let's find out why.

When cartoonist Bill Amend approached the idea of a comic strip about a typical family, he knew that he needed to distinguish his work from the rest by creating distinctive characters that would strike readers as appealing, funny and believable. With FOXTROT, he succeeded. The strip purposely concentrates on the day-to-day pitfalls of the Foxes as they muddle through the latter half of the 20th century, and by extension, it manages to point out the absurdities of how we live today.

The FOXTROT cast of characters comprises a rigorously average family: Roger Fox, a cog on the wheel of corporate America who finds himself increasingly mystified by his growing children; Andy Fox, a part-time writer and a full-time mother whose twin dreams of creative success as a screenwriter and an orderly home life seem equally unattainable; Peter Fox, a high-school junior with delusions of sophistication about the world and women that are woefully overblown; Paige Fox, a high-school freshman who, through an accident of birth, finds herself trapped in a family that fails to live up to her exacting standards; and Jason Fox, who illustrates perfectly the hazards of having a child of extraordinary intelligence and resourcefulness in the family. There is also a pet: Quincy, an iguana with an appetite that is almost as inexhaustible as Jason's commitment to driving Paige crazy with him.

Armed with these forces, Amend attacks the world we live in by mirroring it. This can be risky: After all, how many family comic strips truly reflect the idiosyncrasies and inconsistencies of real life? FOXTROT shows us that humor can be found in just about any situation – you just have to know where to look for it. Bill Amend does.

About the Creator:

Bill Amend was born in 1962 in Northampton, Mass. He attended high school in Burlingame, Calif., where he contributed cartoons to the school newspaper and literary magazine, played tuba, and served briefly as president of the math club. He then attended Amherst College, where he continued to draw cartoons. In his sophomore year he won one of the school's most prestigious math prizes. In his junior year he and a friend founded and published a weekly alternative campus newspaper. He majored in Physics and graduated with honors in 1984. After a brief stint in the animation and motion picture industries in San Francisco, he decided to pursue cartooning full time. He is married with two children and a German Shepherd.

feature type

comic strip

frequency

7x / week

delivery methods

FTP, UClick®

audience

Male: 65%

Age 18-44: 81%

Income of \$35K+: 79%

55% more likely than average to be college graduates

56% more likely than average to be single

99% more likely than average to be a student



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