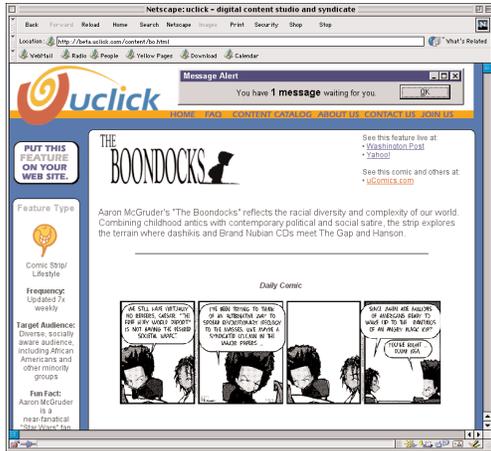


The Boondocks

demo url <http://content.uclick.com/content/bo.html>



What's the next comic in line to follow such hits as "Bloom County," "Doodlesbury," and "Calvin and Hobbes"? Welcome to THE BOONDOCKS. Strip creator Aaron McGruder has developed a rich and multilayered comic strip exploring themes never before seen on the comics page. Other media, such as music, fiction, television and movies, are replete with racial or ethnic perspectives, but THE BOONDOCKS breaks the barrier with comic-strip humor in ways that are refreshing and innovative.

Dissatisfied with today's comics, inspired by his love of hip-hop culture, and saturated with political and racial satire, Aaron McGruder created a hysterical and thought-provoking comic strip which has given the funny pages renewed life. The main characters in McGruder's strip include: Huey Freeman, the radical scholar; Riley Freeman (aka Riley Escobar), Huey's younger brother, the brash product of a popular black culture obsessed with gangsters; Caesar, Huey's best friend, the rambunctious and fun-loving Brooklyn native who dreams of microphones and lyrical dominance; Jazmine DuBois, the young, biracial girl who struggles to find her identity at the border of the color line; and Hiro Otomo, practitioner of turntable bushido. Through this cast of characters, McGruder explores themes such as race relations, the cultural balancing act many minorities get caught in, and what it's like to be a middle-class black kid overwhelmed in the white suburbs.

THE BOONDOCKS has become a cherished and sought-after strip to a range of people including not only African-Americans, but also a broad spectrum of minorities and Caucasians. The strip's hip-hop and Japanime influences have attracted many teens and young adults but the strip has also attracted many older age groups with its smart and thought-provoking humor. McGruder's direct take on prevalent issues in a satirical fashion has inspired many shouts of praise and shocked criticism. THE BOONDOCKS is what everyone is talking about. One reader shared, "I find it refreshingly honest. It is nice to see a strip where the characters are thinking and getting the readers to think, not just cracking one-liners."

About the Creator:

26-year-old Aaron McGruder was born in Chicago and moved to Columbia with his parents when he was six. He graduated from the University of Maryland with a major in African-American Studies. THE BOONDOCKS premiered in 1996 on The Hitlist Online. It then spent a short time in the comics section of The Diamondback, the independent student newspaper of the University of Maryland. Now the strip is one of the most successful newly syndicated strips in the country. McGruder is now in the process of creating an animated television show of THE BOONDOCKS.

feature type

comic strip

frequency

7x / week

delivery methods

FTP, UClick®

target audience

diverse, socially aware audience, including African Americans and other minority groups



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