

Prepublication Endorsement  
for  
**Harvesting Minds: How TV Commercials Control Kids**  
by Roy F. Fox, University of Missouri

In the space below, please write an endorsement for possible use in ads, press releases, etc. This book (350 ms. pages) will be printed by Greenwood Publishing Group, Inc. Many thanks for your help.

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If there were any doubts about the effects of advertising on children, Roy Fox's book should forever banish them. Fox lays out in chilling and disturbing detail the sale of our children to the influence of corporate advertising on television. Fox not only describes the incredible mind control television advertising exercises over children, he charts the effects of that advertising on children. Fox's book should be a call to action for parents, for teachers, for the television industry, and for the government not just to better serve but to protect our children. To do any less, as Fox points out, is to abandon the raising of our children to the agenda set by television advertising. It is not an exaggeration to say that this book should be read -- and studied -- by every parent, teacher, school board member, and legislator who is concerned about the welfare of all children. After reading Fox's book, you will never again use the phrase "just an ad" when talking about television advertising. And you will see television advertising with new eyes, insight, and understanding.

*William Lutz*

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Signature

Name, title, and affiliation  
as it should appear in print:

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WILLIAM LUTZ

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AUTHOR: DOUBLESPEAK (HarperCollins 1989)  
The Cambridge Thesaurus of American English  
Cambridge Univ Press 1993

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