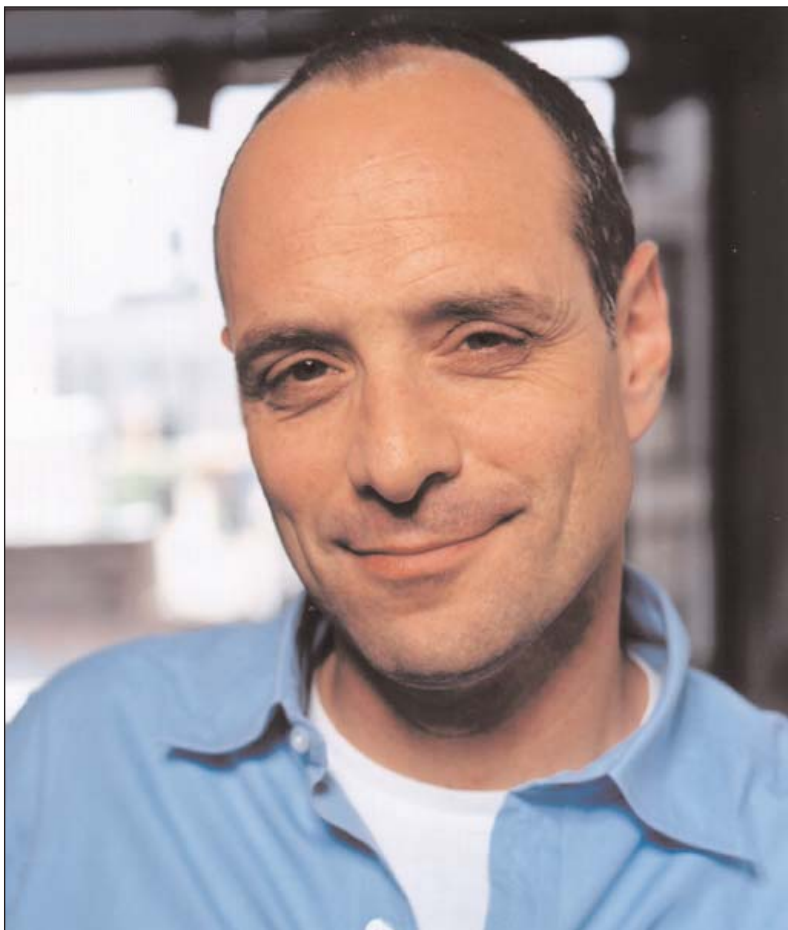


Royce Carlton  
INCORPORATED

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Eric Schlosser

Investigative Reporter • Author, *Fast Food Nation*

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■ *Speaker Press Kit*

Investigative Reporter  
Author

*Fast Food Nation*  
*Reefer Madness*

# Eric Schlosser

Author of the national bestsellers, *Fast Food Nation* and *Reefer Madness*, Eric Schlosser investigates hidden realms of American business and culture and their far-reaching effects on our lives. He challenges people to think about critical and often overlooked issues, including food safety, workers' rights, the war on drugs, our prison system, marketing to children and the obesity epidemic.

His work has taken him from the slaughterhouses in the High Plains and the marijuana farms of Indiana to the prisons of New York and the strawberry fields of California. "A lot of what I write about is what people on some level don't want to hear about," he says. "But it's also what people need to know."

In *Fast Food Nation* (over two years on the *New York Times* bestsellers list), Schlosser uncovers the inner workings of the fast food industry, from the appalling working conditions in American meat-packing plants to the "flavor industry" along the New Jersey Turnpike that gives fast food its taste. Depicting the tremendous growth and success of the industry, Schlosser reveals how fast food has been a revolutionary force in American life, transforming our diet as well as our economy, workforce and popular culture. *The San Francisco Chronicle* called the book "as disturbing as it is irresistible... exhaustively researched, frighteningly convincing."

"Witty and intelligent...his passionate defense of the arts spurred a standing ovation."

*University of Missouri-Columbia*

In his latest expose, *Reefer Madness*, Schlosser examines three commodities that have defied government laws and fueled

"His knowledge, humor, rapport, and delivery were perfection."

Ball State University

America's black market, which now comprises about 10 percent of the overall economy. Focusing on marijuana (one of the nation's largest cash crops), pornography (whose largest beneficiaries include Fortune 100 companies) and illegal migrant workers (who toil for paltry pay), he charts the growth of the underground economy and finds its roots in the ingenuity, greed, idealism and hypocrisy that define American society. "In the finest tradition of all-American muckraking," wrote the *Washington Post*, "[*Reefer Madness*] is riveting...with conscientiously well-documented facts."

In his books Schlosser offers an alternative view of what has happened in the United States during the past 30 years. His intensive archival research and first-hand reporting have established him as one of America's leading cultural critics. "Schlosser has a flair for dazzling scene-setting and an arsenal of startling facts," said the *Los Angeles Times*.

Schlosser has been a correspondent for the *Atlantic Monthly* since 1996. His work has appeared in *Rolling Stone*, *Vanity Fair*, *The Nation* and *The New Yorker*. Both of his books have been on *The New York Times* business bestsellers list. *Fast Food Nation* has been translated into more than 20 languages and reached #1 on *The Chronicle of Higher Education's* list of "What They're Reading on College Campuses." Schlosser's next book will explore the question, "How does the land of the free come to have the largest prison population in the history of the world?"



## SUGGESTED TOPICS

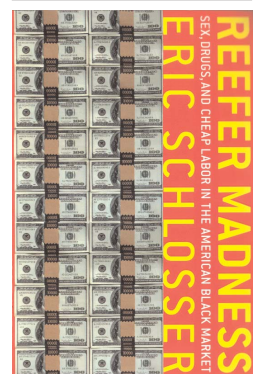
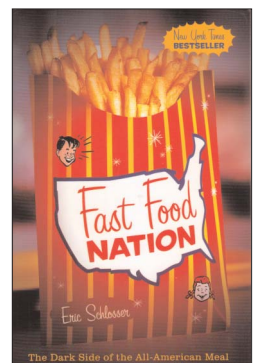
Fast Food Nation: The Dark Side of the All-American Meal

Marketing to Children & the Obesity Epidemic

The American Prison System

Reefer Madness: Sex, Drugs, and Cheap Labor in the American Black Market

Food Safety & Contamination: What the Public Doesn't Know



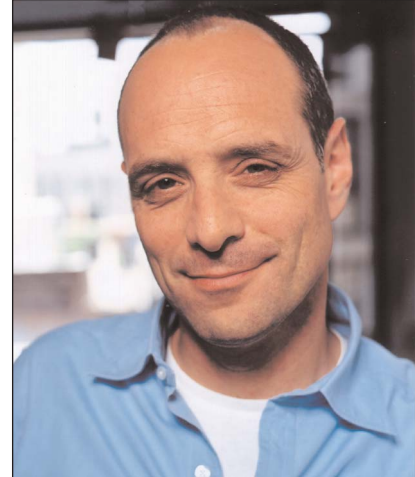
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# Biography

## Eric Schlosser

Investigative Reporter • Author, *Fast Food Nation*



Eric Schlosser has been a correspondent for the *Atlantic Monthly* since 1996. After graduating from Princeton with a degree in American History, Schlosser tried his hand at several professions (playwright, novelist, script writer) before finally turning to non-fiction in his early thirties. Although his idea for an article on homosexuals in the military was turned down by the *Atlantic Monthly*, the magazine offered him another assignment: writing about the New York City bomb squad after the 1993 World Trade Center bombing. Other assignments followed, one of which was about America and its fast food industry. What began as a simple magazine article turned into an international bestseller. *Fast Food Nation: The Dark Side of the All American Meal*, was on the *New York Times* bestsellers list for nearly two years. It appeared on the bestseller lists of the *Los Angeles Times*, the *San Francisco Chronicle*, the *Boston Globe*, the *Washington Post*, *USA Today*, *Business Week*, and *Publishers Weekly*, as well as on bestseller lists in Canada, Great Britain and Japan.

His second *New York Times* bestseller, *Reefer Madness: Sex, Drugs, and Cheap Labor in the American Black Market* (May 2003), was also inspired by his earlier articles on the enforcement of marijuana laws in America and illegal immigration in California. His two-part series, “Reefer Madness” and “Marijuana and the Law” (*Atlantic Monthly*, August and September, 1994), won a National Magazine Award for reporting, and his article, “In the Strawberry Fields” (*Atlantic Monthly*, November 1995), received a Sidney Hillman Foundation award.

Schlosser has appeared on 60 Minutes, CNN, CBS Evening News, NBC Nightly News, FOX News, The O’Reilly Factor, and Extra!. He has been interviewed on NPR and covered in *Entertainment Weekly*, *USA Today*, and the *New York Times*. His work also has appeared in *Rolling Stone* and *The New Yorker*.

He is currently working on a book about the American prison system.

08.23.04

# *Lecture Topics*

Eric Schlosser

Fast Food Nation: The Dark Side of the All-American Meal

Reefer Madness: Sex, Drugs, and Cheap Labor in the American Black Market

Social Activism

Special Programs:

Available for residencies

10.13.03

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## Audience Comments

# Eric Schlosser

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"We had an amazing time with Eric. He was just fantastic from beginning to end and quite a trooper. We really appreciated him being on campus. He did a fantastic job speaking to a crowd of almost 2,000 students."

*Western Illinois University*

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"His gig was better than a home run--he hit it out of the park, with all of our constituencies, in three very different settings. And what a great person."

*Rhodes College*

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"Eric's visit exceeded any expectation that I may have had...a very down to earth, real kind of person and we loved him. It was absolutely one of the best programs we have had...He really had quite an impact on this entire campus."

*Champlain College*

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"The venue was packed – tickets were nearly sold out by 5pm on Friday, and sold out within 15 minutes after doors opened that night. Mr. Schlosser's lecture was entertaining and intriguing, and I heard many great comments from students as they were leaving the session."

*Northwestern University*

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"He was a wonderful guest and a superb speaker."

*University of Wisconsin, Milwaukee*

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"WOW! WOW! WOW! He was AMAZING! Not only was he a wonderful person, but he was also a dynamic speaker! He spoke with over 1000 Elon University students, staff and faculty as well as community members and a few students from the high schools. His evening event was sold out -- and we actually had people sitting in the aisles to hear him. He gave all of the students a nugget of wisdom to bring home with them (and to continue thinking about!), and he was really terrific in the Q & A's. WOW!"

*Elon University*

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"Eric did a wonderful job and was very well-received by the physicians...He stimulated thinking."

*Kaiser Permanente*

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**Audience Comments** (continued)

# Eric Schlosser

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“He was fantastic. We had 500 people...He is a really cool guy.”

*Loyola University*

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“Eric was great and we really enjoyed having him. Feedback has been great.”

*CLSA Asia - Pacific Markets*

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“Eric was a phenomenal speaker! We could not have asked for a better presentation. His knowledge, humor, rapport, and delivery were perfection. He skillfully took the themes from his work and extended them into current global events while providing a commentary specific to our campus dialogue. He was equally skilled at connecting with small discussion groups and large auditoriums in a way that was personable and genuine. He was also able to respond to his critics in a thoughtful and respectful manner that could serve as a model for how our divided nation could engage in public discourse. We would invite him back in a heartbeat.”

*Ball State University*

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“...People are still praising your lecture and the idea of this program. We are so grateful to you for helping us to initiate a real turning point in LSU's history. As you may have heard, we had far better attendance for your lecture than for the Sunday evening pep rally – a real first!”

*Louisiana State University*

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“The audience was spellbound.”

*West Virginia University*

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Eric was great. There was standing room only in the auditorium...The audience loved him and he was well received in the two classes as well.

*Bucknell University*

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“The place was just about packed...He's a genuinely decent guy who is quite humble and very interesting.”

*University of Michigan*

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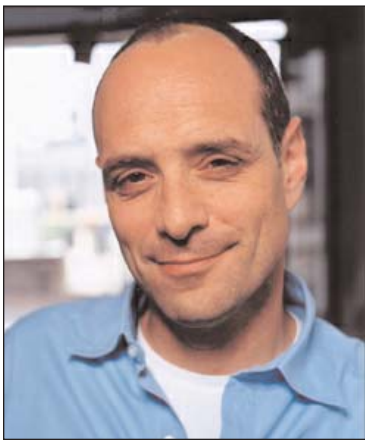
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Recently signed by Royce Carlton:  
Eric Schlosser, Bestselling Author of *Fast Food Nation* and *Reefer Madness*, now available for lectures...

Topping the best seller lists of *The New York Times* (hard cover, paperback & business), *The Chronicle of Higher Education* and *Business Week*, Eric Schlosser's *Fast Food Nation: The Dark Side of the All-American Meal* and his latest eye-opening expose, *Reefer Madness: Sex, Drugs, and Cheap Labor in the American Black Market*, have "heralded the arrival of a social crusader for the new millennium."



"...captivating look at the underbelly of the American marketplace"

- Publishers Weekly

"A fierce indictment of the fast food industry..."

- New York Times

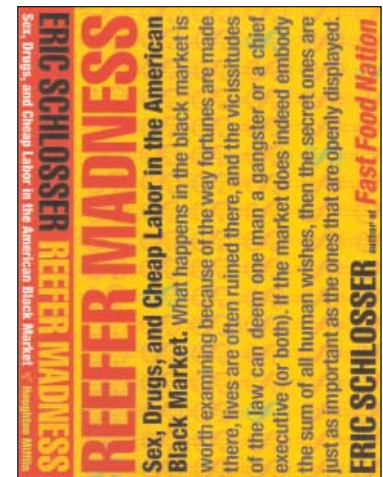
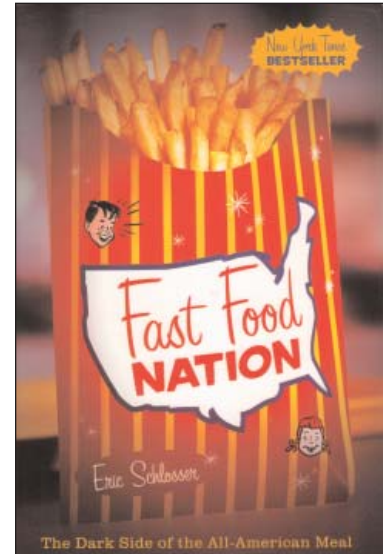
Award-winning investigative journalist Eric Schlosser has appeared on *60 Minutes*, *The O'Reilly Factor*, *CNN's Money Line*, *CBS*, *NBC* and *NPR's Fresh Air*. His work sheds light on some of today's most critical and often overlooked issues, including: food safety, workers' rights, illegal immigrants, the shadow economy, the war on drugs, marketing to children and the obesity epidemic. Schlosser is currently working on a book about the American prison system.

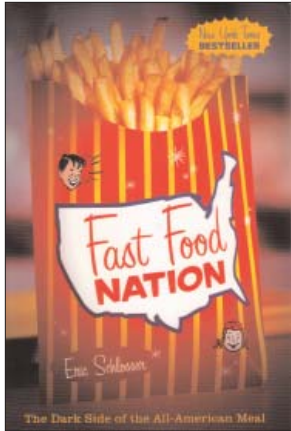
"...a fabulous event... standing room only... The audience was spell-bound as he spoke."

- West Virginia University

If you are interested in scheduling Eric Schlosser for your next event, call us at 212.355.7700, email us at [info@roycecarlton.com](mailto:info@roycecarlton.com).

[Click here for more information on Eric Schlosser](#)





To a degree both engrossing and alarming, the story of fast food is the story of postwar America. Though created by a handful of mavericks, the fast food industry has triggered the homogenization of our society. Fast food has hastened the malling of our landscape, widened the chasm between rich and poor, fueled an epidemic of obesity, and propelled American cultural imperialism abroad. Schlosser's myth-shattering survey stretches from the California subdivisions where the business was born to the industrial corridor along the New Jersey turnpike where many of fast food's flavors are concocted. He hangs out with the teenagers who make the restaurants run and communes with those unlucky enough to hold America's most dangerous job - meatpacker. He travels to Las Vegas for a giddily surreal franchisers' convention and ventures to England and Germany to clock the rate at which those countries are becoming fast food nations. Along the way, Schlosser unearths a trove of fascinating, unsettling truths and uncovers the fast food chains' efforts to reel in the youngest, most susceptible consumers. *Fast Food Nation* is a groundbreaking work of investigation and cultural history that may change the way America thinks about the way it eats.

(from: Houghton Mifflin, 2003)

As much as 10% of the American economy is comprised of illegal "underground" enterprises, according to author and *Atlantic Monthly* correspondent Eric Schlosser. And while this segment is never discussed in the newspaper business pages, Schlosser tackles it with the same in-depth analysis and compulsive readability that made his *Fast Food Nation* a best seller. *Reefer Madness* spotlights marijuana, migrant labor, and pornography, three of the most thriving black market industries, and analyzes the often-tenuous place each holds in society as a whole. Schlosser concentrates on the lives of the participants in the underground economy, especially Mark Young, an Indiana man given a life sentence for participating in a marijuana sale, and Ohio porn magnate Reuben Sturman. The treatment of migrant laborers in the California strawberry fields is dealt with more briefly but is just as compelling thanks to the first-person narrative of Schlosser's investigation. In telling these stories, which are both personal and universal, Schlosser deftly explores the manner in which his subjects are treated (and punished) compared to others in more above-ground ventures. Along the way, he asks hard questions as to what that treatment says about America. Schlosser's writing is passionately opinionated, but this is no mere opinion piece: his perspective is amply supported by extensive research and clearly reasoned interpretation of data. After reading *Reefer Madness*, readers are likely to be shocked, appalled, and flat-out bewildered by what's happening in the cracks and crevices of American business.

(from: amazon.com)

