Guide to the Joyce Worley Katz
Video Game Slide Collection

Dates: 1984-1998 ca.
Extent: 6 slide boxes containing 721 slides
Collection number: X3286.2006
Finding aid accession number: 102695458
Processed by: Charlotte Chen, 2009.

Abstract:
The Joyce Worley Katz video game slide collection includes 35mm slides mounted on paper and plastic that Joyce Worley Katz collected between 1984 and 1998 while working as a journalist in the video game industry. The collection is comprised of video game screenshots, live action photographs, box art, and concept art for an assortment of video game titles.

Administrative Information

Access Restrictions
The collection is open for research.

Publication Rights

Preferred Citation
[Identification of Item], [Date], Joyce Worley Katz video game slide collection, Lot X3286.2006, Box [#], Item ID [#], Computer History Museum

Provenance
The Joyce Worley Katz video game slide collection was donated by Joyce Worley Katz to the Computer History Museum in October of 2005. Joyce collected these slides while working as a journalist in the video game industry.

Repository
Computer History Museum
1401 N. Shoreline Blvd.
Mountain View, CA 94043
USA
650-810-1010
www.computerhistory.org

Biographical and Administrative History

Joyce Worley Katz's career in the video game publishing industry is inextricably bound with two other people – her husband, Arnie Katz, and their close friend Bill Kunkel. The three of them often moved together from publication to publication, and also formed a company based on their last names, KKW, Inc. Tracing Joyce Worley Katz's history as a video game journalist requires one to

delve into the history of several video game publications in which KKW, Inc. played major roles as creators and writers.

Electronic Games (1st Publication Run)

In 1981, Joyce Worley Katz, Arnie Katz, and Bill Kunkel co-founded Electronic Games, the first video game magazine in the United States. It was initially published as an annual by Reese Publishing as an experiment to determine if there was an audience of readers interested in video games. The official sell date of the first issue was October 15, 1981. Electronic Games was very successful and quickly graduated to bimonthly and then monthly status. However, the video game industry experienced a calamitous collapse between 1983 and 1984 due to market oversaturation, and Electronic Games was not immune to the downturn. Electronic Games changed its name to Computer Entertainment for its May 1985 issue, but this maneuver failed to save the publication, and August 1985 was the last issue published.

KKW, Inc.

In 1984, the trio formed Katz Kunkel Worley Inc. (KKW, Inc.) as a consulting company to provide journalistic content to print and online video game publications. KKW, Inc. also had a game design subdivision named Subway Software.

A.N.A.L.O.G. Computing

In 1982 Lee Pappas and Michael DesChesnes co-launched a magazine called A.N.A.L.O.G. which was targeted at Atari 8-bit computer enthusiasts. After eight issues, A.N.A.L.O.G. changed its name to A.N.A.L.O.G. Computing. A.N.A.L.O.G. Computing also contained an insert called ST-Log that focused on the Atari 16-bit line of computers; eventually ST-Log spun off and became a separate magazine. In 1988, Pappas sold all his magazines to Larry Flynt Publications, Inc. (LFP, Inc.) and moved to California to work for LFP, Inc. as a full-time employee. The video game industry had recovered from its prior collapse, and KKW, Inc. was hired to write several video game features for A.N.A.L.O.G. Computing and ST-Log on a freelance basis.

VideoGames & Computer Entertainment

In late 1988, when it was obvious that the video game industry had fully recovered and was thriving, Pappas hired KKW, Inc. to create a new magazine for LFP, Inc. called VideoGames & Computer Entertainment (VG&CE). Pappas also contracted KKW, Inc. to provide editorial content for VG&CE. The first issue of the magazine was dated December 1988, and it ran successfully for many years. In 1993, computer game coverage was dropped in favor of an exclusive focus on console games, and the name of the magazine was shortened to just VideoGames. In late 1996, LFP, Inc. sold VideoGames to competing publisher Ziff-Davis, who immediately terminated it.

Electronic Games (2nd Publication Run)

In 1992, Steve Harris, the publisher and editor of Electronic Gaming Monthly (EGM), hired KKW, Inc. away from VG&CE in order to revive Electronic Games. (Despite the strong similarity in names, EG and EGM are distinct publications.) The cover date of the first issue for EG's second run was October 1992. Eventually KKW, Inc. left the magazine, EG underwent multiple name changes: Fusion (August 1995), Intelligent Gamer's Fusion (March 1996 to May 1996), Intelligent Gamer (June 1996 to January 1997), and then the magazine ceased publication.

Scope and Content of the Collection

The Joyce Worley Katz video game slide collection contains 35mm slides mounted on paper or plastic that Joyce Worley Katz collected between approximately 1984 and 1998 while working as a video game journalist. The slides depict video game screenshots, live action photographs, and computer graphics artwork. The bulk of the slide collection represents video game titles that were published or developed by Accolade, Inc., a game publisher and developer that operated between 1984 and 1999.

A historically significant video game title represented in the slide collection is Accolade's Star Control series, which remains a cult classic today. The Star Control series was created by Paul Reiche III and Fred Ford and released for the Commodore-64 and IBM PC in 1990. A port of Star Control was published for the Sega Genesis in 1991 under Accolade's Ballistic label. The game's design was heavily influenced by the first computer game, Spacewar!, and by the famous Orson Scott Card science fiction novel, Ender's Game. Star Control featured space exploration, combat, and strategy, and also introduced a notorious race of slavers, the Ur-Quan, into the pantheon of video game villains. However, it was Star Control 2 that cemented the series' reputation as a cult classic. Reiche wanted to create a truly new experience, not just add new ship variants, and in pursuit of this goal Star Control 2 was developed into a science fiction role-playing game. Since Reiche was also at the time interested in how problematic childhoods sometimes led to troubled adulthoods, he created a history for the Ur-Quan that explored what caused the race to become slavers.

Reiche also hired some skilled artists: George Barr, Erol Otus, and Iain McCraig. Thanks to the skill of the artistic team, Star Control 2 featured beautiful hand-painted 2D characters that came to life through the use of spot animation. Additionally, Reiche and Ford took inspiration from the Lucasfilm Games adventure game title, Monkey Island. Monkey Island employed the use of complex conversation trees to create an unpredictable and often humorous dialogue that permitted the player to engage with the NPCs (non-playable characters) in many different ways. Reiche and Ford added a complex conversational system into Star Control 2, which helped enrich the storyline. Although a Star Control 3 was released, it did not include the original design team, and never achieved the level of admiration of its immediate predecessor. There are still many fan sites devoted to the Star Control series and Star Control 2 in particular.

Test Drive is another video game title of note represented in the video game slide collection. One of Accolade, Inc.'s external development teams was Distinctive Software, a Canadian-based company. Distinctive Software created the first Test Drive game, which was the first to put players behind the wheels of luxury exotic automobiles. The game had a first-person perspective to increase the sense of realism for the player, who could see the car dashboard as well as their hands on the steering wheel and gear shift. Test Drive was phenomenally popular and led to a string of successful sequels.

Indexing Terms

       Accolade, Inc.
       Katz, Joyce Worley
       KKW, Inc.
       Star Control
       Video games industry--Slides

Separated Material

Hardware, ephemera, text, software, audio and still images were housed separately from the slide collection. These include tabletop games, packaged software, loose 3.5" disks, sealed and loose CD-ROMs, and promotional items. To view catalog records for these items visit the CHM website at: http://archive.computerhistory.org/search.

Related Collections at Other Repositories

Stanford University. Libraries. Dept. of Special Collections:

Guide to the Stephen M. Cabrinety Collection in the History of Microcomputing,   ca. 1975-1995 M0997

Folder List

Box	Title	Count	Format
062315174	A Bug's Life	3	35mm slide (mounted)
062315170	Accolade's Comics	1	35mm slide (mounted)
062315170	Ace of Aces	4	35mm slide (mounted)
062315174	Age of Empires	2	35mm slide (mounted)
062315170	All-Pro Video Football	8	35mm slide (mounted)
062315170	All-Star Baseball	4	35mm slide (mounted)
062315170	Altered Destiny	10	35mm slide (mounted)
062315174	Arthur's Computer Adventure	2	35mm slide (mounted)
062315170	Asteroids	2	35mm slide (mounted)
062315170	Balance of the Planet	2	35mm slide (mounted)
062315170	Ballz	7	35mm slide (mounted)
062315170	Bar Games	5	35mm slide (mounted)
062315170	Barkley: Shut Up and Jam	23	35mm slide (mounted)
062315170	Battle Isle	8	35mm slide (mounted)
062315170	Blue Angels	6	35mm slide (mounted)
062315170	Brett Hull Hockey	25	35mm slide (mounted)
062315170	Bubsy	61	35mm slide (mounted)
062315174	Bust A Groove	2	35mm slide (mounted)
062315174	Carmen Sandiego	4	35mm slide (mounted)
062315170	Centipede	2	35mm slide (mounted)
062315171	Combat Cars	2	35mm slide (mounted)
062315171	Conspiracy: The Deadlock Files	5	35mm slide (mounted)
062315174	Cool Boarders	5	35mm slide (mounted)
062315174	Crash Bandicoot	3	35mm slide (mounted)
062315171	Day of the Viper	3	35mm slide (mounted)
062315171	Deceptor	1	35mm slide (mounted)
062315171	Don't Go Alone	4	35mm slide (mounted)
062315171	Double Dragon	3	35mm slide (mounted)
062315174	Dr. Seuss	3	35mm slide (mounted)
062315171	Elvira	10	35mm slide (mounted)
062315171	Eric the Unready	3	35mm slide (mounted)
062315171	Fast Break	2	35mm slide (mounted)
062315171	Fireteam Rogue	34	35mm slide (mounted)
062315174	Fox Kids Website	1	35mm slide (mounted)
062315171	Frightmare	2	35mm slide (mounted)
062315174	GT 64: Championship Edition	1	35mm slide (mounted)
062315172	Gunboat	4	35mm slide (mounted)
062315171	HardBall!	81	35mm slide (mounted)
062315172	Harrier 7	2	35mm slide (mounted)
062315172	Heat Wave	7	35mm slide (mounted)
062315172	Ishido: The Way of Stones	3	35mm slide (mounted)
062315171	Jack Nicklaus	36	35mm slide (mounted)
062315244	Kid Pix Studio Deluxe	3	35mm slide (mounted)
062315172	Killed Until Dead	4	35mm slide (mounted)
062315172	Law of the West	1	35mm slide (mounted)
062315172	Les Manley	7	35mm slide (mounted)
062315172	Live Action Football	20	35mm slide (mounted)
062315174	Looney Tunes: Carrot Crazy	1	35mm slide (mounted)
062315244	Looney Tunes: Twouble!	1	35mm slide (mounted)
062315244	Lucky Luke	2	35mm slide (mounted)
062315172	Mean 18	1	35mm slide (mounted)

062315174	Microsoft Combat Flight Simulator	2	35mm slide (mounted)
062315244	Microsoft Golf	1	35mm slide (mounted)
062315244	Microsoft Pinball Arcade	2	35mm slide (mounted)
062315172	Mike Ditka	11	35mm slide (mounted)
062315172	Missile Command	2	35mm slide (mounted)
062315244	Motocross Madness	1	35mm slide (mounted)
062315244	NCAA Final Four	6	35mm slide (mounted)
062315244	NCAA GameBreaker	7	35mm slide (mounted)
062315244	NHL FaceOff	9	35mm slide (mounted)
062315172	Onslaught	9	35mm slide (mounted)
062315172	PO'ed	1	35mm slide (mounted)
062315172	Pele	23	35mm slide (mounted)
062315172	Plasmatron	1	35mm slide (mouted)
062315172	Psi 5 Trading Company	3	35mm slide (mounted)
062315172	Rack 'Em	1	35mm slide (mounted)
062315173	Rally	3	35mm slide (mounted)
062315244	Rally Cross	2	35mm slide (mounted)
062315173	Road & Track Presents Grand Prix Unlimited	14	35mm slide (mounted)
062315173	Shoot 'Em Up Construction Kit	6	35mm slide (mounted)
062315173	Snoopy's Game Club	6	35mm slide (mounted)
062315173	Speed Racer	23	35mm slide (mounted)
062315173	Spellcasting	8	35mm slide (mounted)
062315173	Sport Accolade Greatest Hits	1	35mm slide (mounted)
062315173	Spy vs. Spy	1	35mm slide (mounted)
062315244	Spyro the Dragon	3	35mm slide (mounted)
062315173	Star Control	28	35mm slide (mounted)
062315173	Star Trek: Starfleet Academy	1	35mm slide (mounted)
062315173	Starhawk	5	35mm slide (mounted)
062315173	Steel Thunder	1	35mm slide (mounted)
062315173	Stratego	1	35mm slide (mounted)
062315173	Street Fighter	1	35mm slide (mounted)
062315173	Strike Aces: International Bombing Competition	8	35mm slide (mounted)
062315173	Test Drive	31	35mm slide (mounted)
062315171	The Cycles: International Grand Prix Racing	3	35mm slide (mounted)
062315172	The Game of Harmony	4	35mm slide (mounted)
062315172	The Games	18	35mm slide (mounted)
062315173	The Third Courier	4	35mm slide (mounted)
062315174	The Train	2	35mm slide (mounted)
062315174	Turrican	9	35mm slide (mounted)
062315174	Universal Soldier	16	35mm slide (mounted)
062315174	Unnecessary Roughness	25	35mm slide (mounted)
062315174	WarpSpeed	14	35mm slide (mounted)
062315174	Waxworks	8	35mm slide (mounted)
062315174	Zero Tolerance	19	35mm slide (mounted)

Appendix:

History of Accolade, Inc.
Prior to the creation of Activision, Inc., the first third-party video game publisher, most video game designers received little or no credit for the titles they worked on, and often received very little pay. The management at Atari, Inc. clashed with its designers, and eventually some of their top talent left: David Crane, Larry Kaplan, Alan Miller, and Bob Whitehead. In 1979 these four joined with former music industry executive Jim Levy to create Activision, Inc., with Levy acting as the company's first CEO. Levy treated his designers like rock stars, and included their biographies and autographs in the games they created.

However, after the video game industry collapsed in 1983, two of the founding members of Activision, Alan Miller and Bob Whitehead, felt that they wanted to move away from video games and focus more on computer games. Pursuant to this desire Miller and Whitehead left Activision and co-founded Accolade, Inc. in late 1984. Miller intentionally chose a name that would precede Activision in an alphabetical list. Since Miller and Whitehead wanted freedom to be creative while someone else handled the logistics of actually running the company, they hired Tom Frisina to be the chief executive. Prior to accepting the position at Accolade, Frisina was working for Androbot, a personal robotics company created by Nolan Bushnell.

Between 1996 and 2002, French video game publisher Infogrames Entertainment SA (IESA) embarked on a whirlwind acquisition spree that cost the company over $500 million. In 1999, Accolade, Inc. was purchased for $60 million as part of Infogrames' aggressive expansion. In January 2001 IESA also acquired Hasbro Interactive. With the acquisition of Hasbro Interactive, IESA obtained ownership of the name Atari. In 2003 IESA became a holding company and changed the names of all its subsidiaries worldwide to incorporate the name Atari, and ironically the U.S.-based subsidiary became known as Atari, Inc., the company that started it all.

Sega Enterprises Ltd. v. Accolade, Inc.
Although Accolade, Inc. had been in talks with Sega about becoming an official licensee, no agreement was reached because Accolade did not like the stipulation that Sega would be the exclusive manufacturer of any games that Accolade created. However, Accolade still wanted to create video game cartridges that would be compatible with the Sega Genesis console. In order to accomplish this, the Accolade engineers bought a Genesis and three Sega video game cartridges, disassembled the object code, and then loaded the source code into a computer and conducted experiments on it until they managed to reverse-engineer the process. The engineers used their findings to create a development manual with instructions on how to create a Genesis-compatible video game cartridge. In 1990, Accolade released a Genesis-compatible version of Ishido under their Ballistic label. Ishido was a title they had previously released for IBM and Mac computers.

Meanwhile, Sega was taking measures to protect its hardware and software in reaction to rampant piracy in Taiwan and other Southeast Asian nations. The company licensed a patented TMSS (trademark security system) and incorporated it into their most recent version of the Genesis, referred to in later court rulings as the "Genesis III." In January 1991, Accolade engineers saw a demonstration at a consumer electronics show that proved their Ishido video game cartridge, although compatible with prior iterations of the Genesis, would not operate on the Genesis III. Whenever a video game cartridge was inserted, the microprocessor on the Genesis III would search for four bytes of data that represented the letters "S-E-G-A", the TMSS initialization code. If the TMSS initialization code was found in the right location, the game would work, and a three-second display known as the "Sega Message" would appear that read, "Produced by or under license from Sega Enterprises Ltd."

This TMSS initialization code was present in the video game cartridges that the Accolade engineers had disassembled during their reverse-engineering process, and although they were able to identify the segment of code, they did not understand its purpose. Mike Lorenzen, the lead engineer working on the reverse-engineering project, sent a memo to Miller explaining that he believed the code segment would be necessary for future iterations of the Genesis. In response, the engineers amended their development manual so that the TMSS initialization code was included as a standard header file for any games being developed for the Genesis.

Ignorant of the fact that with the inclusion of the TMSS initialization code in the header files the "Sega Message" would appear at the start of the game, Accolade, Inc. released several Genesis-compatible video games in 1991 under their Ballistic label that contained the code: Mike Ditka Power Football, Star Control, HardBall!, Onslaught, and Turrican.

In September 1991, Sega launched the Genesis III. Accolade claimed they did not realize the TMSS initialization code they had included in the header file would produce the on-screen "Sega Message" until after the new console was released. All of the Genesis-compatible games that Accolade released in 1991 worked on the Genesis III and displayed the "Sega Message" except for Onslaught, because the programmer for that title failed to put the TMSS initialization code in the right location.

On October 31, 1991, Sega sued Accolade for "trademark infringement and false designation of origin in violation of sections 32(1) and 43(a) of the Lanham Act, 15 U.S.C. Sections 1114 (a)(1), 1125(a)." On November 29, 1991, Sega added a claim of copyright infringement. Accolade countersued Sega for "false designation of origin under section 43(a) of the Lanham Act, 15 U.S.C. Section 1125(a)." Both companies filed motions for preliminary injunctions.

Although Sega initially won a preliminary injunction against Accolade in district court, the ruling was reversed on appeal. The judge determined that reverse-engineering software in order to create a compatible package was allowable under the "fair use" doctrine. Additionally it was determined that object code represented a functional element of a work, and as a functional element is explicitly excluded from copyright protection, disassembling object code could not be considered copyright infringement. This was a monumental decision because it established a policy of encouraging competition in the video game software industry.