

## **Finding Aid to the Brøderbund Software, Inc. Collection, 1979-2002**

### **Summary Information**

**Title:** Brøderbund Software, Inc. collection

**Creator:** Douglas Carlston and Brøderbund Software, Inc. (primary)

**ID:** 114.892

**Date:** 1979-2002 (inclusive); 1980-1998 (bulk)

**Extent:** 8.5 linear feet

**Language:** The materials in this collection are in English, unless otherwise indicated.

**Abstract:** The Brøderbund Software, Inc. collection is a compilation of Brøderbund business records and information on the Software Publishers Association (SPA). The majority of the materials are dated between 1980 and 1998.

**Repository:**

Brian Sutton-Smith Library and Archives of Play at The Strong  
One Manhattan Square  
Rochester, New York 14607  
585.263.2700  
library@museumofplay.org

### **Administrative Information**

**Conditions Governing Use:** This collection is open for research use by staff of The Strong and by users of its library and archives. Though the donor has not transferred intellectual property rights (including, but not limited to any copyright, trademark, and associated rights therein) to The Strong, he has given permission for The Strong to make copies in all media for museum, educational, and research purposes.

**Custodial History:** The Brøderbund Software, Inc. collection was donated to The Strong in January 2014 as a gift from Douglas Carlston. The papers were accessioned by The Strong under Object ID 114.892. The papers were received from Carlston in 5 boxes, along with a donation of Brøderbund software products and related corporate ephemera.

**Preferred citation for publication:** Brøderbund Software, Inc. collection, Brian Sutton-Smith Library and Archives of Play at The Strong

**Processed by:** Julia Novakovic, February 2014

### **Controlled Access Terms**

#### **Personal Names**

- Carlston, Cathy
- Carlston, Doug, 1947-
- Carlston, Gary
- Pelczarski, Mark
- Wasch, Ken
- Williams, Ken

#### **Corporate Names**

- Brøderbund
- Brøderbund Software, Inc.

- Electronic Arts (Firm)
- Mattel, Inc.
- Penguin Software
- Sierra On-Line, Inc.
- Software Publishers Association
- SPA (Association)
- StarCraft
- The Learning Company

### Subjects

- Brøderbund
- Carmen Sandiego (Game)
- Computer adventure games
- Computer games
- Computer games industry
- Electronic games industry
- Game design and development
- Games--software
- Print shop (Computer file)
- Print shop deluxe (Computer file)
- Simulation games
- Software Publishers Association

### Historical Note

Brøderbund Software, Inc. was founded in 1980 by brothers Douglas and Gary Carlston in Eugene, Oregon. The name “Brøderbund” was reportedly a portmanteau of the Scandinavian “*brøder*” (meaning “brother”) and the German “*bund*” (meaning “alliance”).

Douglas (“Doug”) Carlston, a lawyer and computer programmer, coded a series of games called the *Galactic Saga*, which achieved modest commercial success via outside software publishers. In 1979, Doug and Gary Carlston decided to start their own software company. Thanks to an early investment from family and friends, the Carlston brothers marketed the *Galactic Saga* directly to retailers. They formed a distribution deal with Japanese software company StarCraft to sell additional home entertainment software stateside. The Carlstons’ sister, Cathy, joined Brøderbund in 1981, the same year in which the company was incorporated in California.

Brøderbund soon expanded its operations to include in-house game designers and programmers creating both entertainment and educational software across a variety of home computer platforms. Some of Brøderbund’s most popular titles in the early 1980s included *Choplifter* (1982), *Lode Runner* (1983), and desktop publisher *Print Shop* (1984). In 1985, Brøderbund developed the sensationally popular *Where in the World is Carmen Sandiego?*, a geography- and history-based educational game. Additional software titles in the *Carmen Sandiego* series were published over the years, and the massive success of the series spawned television shows and choose-your-own-adventure books.

Brøderbund continued to grow in both wealth and status in the software industry, shifting its production from floppy disks to CD-ROMs in the early 1990s. Critics hailed *Myst*, created by Cyan and published by Brøderbund in 1993, as a groundbreaking 3-D graphic adventure game. During the mid-1990s, Brøderbund actively sought out mergers and acquisitions. The diverse computer platforms available to consumers resulted in the production of more Brøderbund software titles and versions than ever before.

In 1998, The Learning Company purchased Brøderbund and immediately terminated more than 500 former Brøderbund employees. Mattel acquired The Learning Company a year later, and subsequent transactions effectively rendered the original Brøderbund defunct. As of 2014, Encore Software, Inc. licenses the Broderbund (with a standard letter “o” instead of the Danish symbol “ø”) line of products.

### **Collection Scope and Content Note**

This collection contains a grouping of corporate records from Brøderbund Software, Inc. Document types in the first series include correspondence, meeting minutes, publicity materials, memos, sales reports, financial information, product development notes, news articles, software diskettes, artwork, photographs, conference programs, internal newsletters, and other reference materials. Two large bound scrapbooks of publicity and product information are also part of this collection. Most of the materials are dated between 1980 and 1998, the duration of Brøderbund’s existence under Doug Carlston. The second series in this collection showcases Carlston’s involvement in the early years of the Software Publishers Association (SPA). Additional scope and content information can be found in the “Contents List” section of this finding aid.

The Brøderbund Software, Inc. collection is arranged into two series, both of which have been further divided into subseries. The collection is housed in fourteen archival document boxes.

### **Related Materials**

Various Brøderbund product catalogs, strategy guides, and choose-your-own-adventure books are housed in the library stacks of the Brian Sutton-Smith Library and Archives of Play at The Strong.

Hundreds of software titles from Brøderbund, as well as their accompanying manuals, are held in The Strong’s International Center for the History of Electronic Games (ICHEG). The majority of these materials were donated to the museum by Doug Carlston in the same accession lot.

**System of Arrangement**

Series I: Brøderbund corporate records, 1979-2002

Subseries A: Historical information

Subseries B: Correspondence

Subseries C: Financial information

Subseries D: Product development

Subseries E: Sales and marketing

Subseries F: Personnel information

Subseries G: Internal newsletters

Subseries H: News clippings and publicity

Subseries I: Box/packaging art clippings

Subseries J: Miscellaneous papers and diskettes

Series II: Software Publishers Association (SPA), 1984-1991

Subseries A: Board and membership

Subseries B: Correspondence

Subseries C: Newsletters

Subseries D: Conference information

Subseries E: Other documentation

## Contents List

### Series I: Brøderbund corporate records, 1979-2002

#### Subseries A: Historical information

**Scope and Content Note:** This subseries contains a variety of documentation on the history of Brøderbund, including product lists and release dates, staffing information, and corporate acquisition possibilities. Box 1, Folder 2 holds copies of documents annotated by Doug Carlston as being “company firsts,” such as Brøderbund’s first sale, first check, first letterhead, and more.

#### Box 1

- Folder 1 Brøderbund executive management bios, c. 1980s-1995
- Folder 2 Brøderbund historic “firsts,” denoted by Doug Carlston, 1980-1983
- Folder 3 Brøderbund “Personnel Manual,” December 1981
- Folder 4 Brøderbund organizational charts, September 1982 and February 1983
- Folder 5 Future Computing seminar agenda and report by Doug Carlston, 1982
- Folder 6 Brøderbund products - historical release, alphabetical order, July 27, 1987
- Folder 7 Brøderbund products - historical release, alphabetical and chronological orders, August 16, 1988
- Folder 8 Brøderbund products - historical release, chronological order, November 30, 1994
- Folder 9 Brøderbund products - historical release, alphabetical and chronological orders, February 28, 1995
- Folder 10 Brøderbund products - historical release, alphabetical order, May 30, 1997
- Folder 11 Brøderbund products - historical release, chronological order, May 30, 1997
- Folder 12 Founders’ Day Dinner program, March 3, 1984
- Folder 13 Brøderbund Business Plan, 1985
- Folder 14 Company move information, 1985
- Folder 15 Brøderbund 1985 Strategic Plan, meeting agendas, notes, ideas, and final plan, 1985
- Folder 16 Brøderbund 1986 Strategic Plan, meeting agendas, notes, ideas, and final plan, 1986
- Folder 17 Brøderbund corporate retreat proposal, reference and correspondence, 1986
- Folder 18 Brøderbund office floor plans, n.d.

#### Box 2

- Folder 1 Brøderbund and Origin Systems, Inc., correspondence and agreements, 1985-1987
- Folder 2 Brøderbund acquisition possibilities - Micro Education Corporation of American (MECA), 1986-1988
- Folder 3 Brøderbund acquisition possibilities - Monarch Avalon, Inc., 1987
- Folder 4 Brøderbund acquisition possibilities - Sierra On-Line, Inc., 1987
- Folder 5 Brøderbund merger proposal templates, n.d.
- Folder 6 Sensei backgrounder, company information, n.d.
- Folder 7 Brøderbund Japan company profile, 1987
- Folder 8 Brøderbund Japan trip - memos, notes, and itinerary, 1987
- Folder 9 Brøderbund Trademark Policy, copyright information, and related information, 1996-1998

- Folder 10 Brøderbund corporate growth presentation slides and notes, 1995  
Folder 11 The Learning Company corporate presentation and Annual Report, 1998  
Folder 12 Reference materials and miscellaneous, n.d.

### Subseries B: Correspondence

**Scope and Content Note:** This subseries houses business correspondence, mainly between staff at Brøderbund and other software companies. Of interest is the file folder of “threatening letters,” received by Brøderbund staff from a single sender in 1995. Other letters include discussions of acquisitions, exporting and licensing Brøderbund games to foreign markets, and collaboration on products.

### Box 3

- Folder 1 Early Brøderbund correspondence, 1979-1981  
Folder 2 Correspondence with Star Craft, Inc., export licenses, and agreements, 1982-1983  
Folder 3 Correspondence with Computerre, c. 1982-1983 [some French]  
Folder 4 Correspondence with IRS, 1983  
Folder 5 Correspondence with Softalk Publishing Co., 1983  
Folder 6 Correspondence with Penguin Software/Mark Pelczarski, 1983-1986  
Folder 7 Correspondence with Richard Bolles, 1984  
Folder 8 Customer comment card from Steve Wozniak, 1984  
Folder 9 International transmissions, 1986-1987  
Folder 10 Correspondence with American Interactive Media, 1987  
Folder 11 Correspondence with IREM Corporation (Nintendo Printer/Plotter), 1987  
Folder 12 Correspondence with Kyodai Software, 1988-1990  
Folder 13 Correspondence with Dick Ruopp, 1990  
Folder 14 Correspondence from consumers, 1994-1996  
Folder 15 “Threatening letters, filed 5/5/95,” 1995  
Folder 16 Letter from McGraw-Hill about *High Score: The Illustrated History of Electronic Games*, 2002  
Folder 17 Various internal and external letters, 1982-1996 and n.d.

### Subseries C: Financial information

**Scope and Content Note:** Within this subseries are monthly/annual financial reports, statements, board meeting minutes, stock information, and more. The shareholder reports (in Box 4, Folder 2) address the early investors in Brøderbund personally and are much more casual than later financial reports. Monthly reports from 1985-1987 are comprehensive and detail Brøderbund product orders, departmental income, and licensee information.

### Box 4

- Folder 1 Brøderbund early financial reports, 1980-1983  
Folder 2 Brøderbund shareholders’ quarterly reports, 1980-1984  
Folder 3 Brøderbund board meeting minutes, agendas, resolutions, and related documents, 1982  
Folder 4 Brøderbund financial statements, inception (September 24, 1981) to August 31, 1982, Arthur Young, 1982  
Folder 5 Brøderbund 1982 Series A Preferred Stock Financing, September 20, 1982  
Folder 6 Brøderbund incentive stock option information, 1982-1983

- Folder 7 Brøderbund compensation resolutions, 1983
- Folder 8 *Corporate Record* for Brøderbund, NASDAQ, 1983
- Folder 9 Brøderbund board meeting minutes, agendas, resolutions, and related documents, 1983-1984
- Folder 10 Brøderbund and Guild Mortgage, notes, financial information, correspondence, non-disclosure agreements, and loan application, 1983-1984

**Box 5**

- Folder 1 Brøderbund financial reports, 1983-1985
- Folder 2 Brøderbund board meeting minutes, agendas, resolutions, and related documents, 1985-1986
- Folder 3 Kuechmann stock trust, 1986
- Folder 4 Brøderbund financial reports, fiscal year 1986, 1985-1986
- Folder 5 Brøderbund monthly reports, September-December 1985
- Folder 6 Brøderbund monthly reports, January-April 1986
- Folder 7 Brøderbund monthly reports, May-August 1986
- Folder 8 Brøderbund monthly reports, September-December 1986

**Box 6**

- Folder 1 Brøderbund monthly reports, January-April 1987
- Folder 2 Brøderbund monthly reports, May-August 1987
- Folder 3 Brøderbund preliminary stock prospectus, April 10, 1987
- Folder 4 Brøderbund financial reports, fiscal years 1987-1988, 1986-1988
- Folder 5 Brøderbund Annual Reports, 1992-1993
- Folder 6 Sensei Software financial statements, 1994-1996
- Folder 7 *SPA Resource Guide - A Tool for Developing Your Software Business*, n.d.

**Subseries D: Product development**

**Scope and Content Note:** This subseries houses a sample of product design notes, ideas, artwork, and plans maintained by the Product Development department at Brøderbund.

**Box 7**

- Folder 1 Brøderbund original box artwork, c. early 1980s [includes *Apple Panic*, *Galactic Saga*, and *Space Warrior*]
- Folder 2 Softalk bestsellers lists, 1980-1983
- Folder 3 Product charts, 1982
- Folder 4 Product design notes, 1983
- Folder 5 Brøderbund "Information for Authors" booklet with non-disclosure agreements, 1983
- Folder 6 Educational software product ideas, 1984
- Folder 7 Various software idea submissions, 1984-1993
- Folder 8 *Communicate* product development notes, memos, pricing, reference, and diskettes, 1985
- Folder 9 Product design schedule and development plan, 1986-1987
- Folder 10 Multi-media product ideas, 1988
- Folder 11 Storytelling product ideas, design specifications, and correspondence, 1990

- Folder 12 Various software product ideas and notes, 1990-1994
- Folder 13 On-line services ideas and notes, 1990, 1995
- Folder 14 Mudding (Multi-User Dungeons) ideas and notes, 1992
- Folder 15 Virtual worlds product ideas, 1994
- Folder 16 *Alien Tales* production notes and schedule, 1995
- Folder 17 On-line publishing ideas and notes, 1996
- Folder 18 Brøderbund "Authors Wanted" information, n.d.

**Box 12**

- Object 3 Brøderbund "Authors Wanted" mounted poster, n.d.

**Subseries E: Sales and marketing**

**Scope and Content Note:** This subseries contains trade sheets, advertising and product release schedules, and sales information from the Marketing and Sales departments at Brøderbund. The two large flat albums in Box 12 contain clippings of publicity, product catalogs, software reviews, product artwork, and more. Box 11 holds a cylindrical kit from the Brøderbund Kids' Club (c. 1992), featuring a membership card, sunglasses, a pencil, a pin, a Velcro wrist pocket pack, a coupon for Brøderbund products, and an activity book.

**Box 8**

- Folder 1 Early Brøderbund product announcements/trade sheets, 1980-1983
- Folder 2 Brøderbund product price lists, 1982-1996
- Folder 3 Brøderbund "Outstanding Products" sheet, 1983-1984
- Folder 4 User group presentation, memo, and diskettes, 1984
- Folder 5 Brøderbund product release schedule, 1986
- Folder 6 "The Brøderbund News" consumer newsletter, Fall 1985
- Folder 7 Marketing, Sales, Product Development (MPD) meeting notes, 1986
- Folder 8 Sales department - Bill Holt, sales trip information, notes, dealer/distributor data, 1986
- Folder 9 Sales department - Rosanne Kramer, sales trip information and notes, 1986
- Folder 10 Sales department status report, April 1986
- Folder 11 Sales department - "Consumer Electronics Show, June 1-4, 1986 - Statistical Analysis Report," Sher Ripley, May 1986
- Folder 12 Brøderbund dealer counter card/sales information, July 1986
- Folder 13 Brøderbund advertising schedule, Fall 1986
- Folder 14 Brøderbund Value Priced Products booklet, 1987
- Folder 15 "Carmen Strikes Again!" products booklet, 1988
- Folder 16 Brøderbund released products list, 1993
- Folder 17 Brøderbund Employee Price List, 1997

**Box 11**

- Object 1 Brøderbund Kids' Club membership kit, c. 1992



**Box 12**

- Object 1 Large flat album (13" x 15"), public relations and marketing information/clippings, 1986
- Object 2 Large flat album (16" x 18"), public relations and marketing information/clippings, 1981-1984

**Subseries F: Personnel information**

**Scope and Content Note:** This subseries houses sample employee staffing information from 1984-1986. Two folders of employee headshots, a group photograph, and slides from Brøderbund's appearance at a trade show are also part of this subseries. (For photographs of executive management, please see Subseries A, Box 1.)

**Box 8**

- Folder 18 Brøderbund employee and department lists, 1984-1985
- Folder 19 Brøderbund employee performance reviews - template and sample reviews, 1985
- Folder 20 Brøderbund new hire announcement memos, n.d.
- Folder 21 Brøderbund non-disclosure agreement templates, 1984-1986
- Folder 22 Brøderbund employee personal/vacation day memos, 1985
- Folder 23 Brøderbund programmer staff headshots - photographs and negatives, n.d. [Includes Ken Bull, Lauren Elliot, Danny Gorlin, Gene Portwood, Scott Shumway, and David Snider]
- Folder 24 Brøderbund staff photographs/slides, unlabeled, n.d.

**Subseries G: Internal newsletters**

**Scope and Content Note:** This subseries contains company-produced internal Brøderbund newsletters, with the bulk of them dated from 1982-1986. Issues of the *Brøderbund Crown* include department news, extracurricular activity announcements, staff information, essays, recipes, jokes, games, and parody articles.

**Box 9**

- Folder 1 Brøderbund "earliest newsletter," November 1982
- Folder 2 *The Brøderbund Crown* newsletter, Vol. 1, Issues 1-5, 1983
- Folder 3 *The Brøderbund Crown* newsletter, Vol. 2, Issues 1-3, 1984
- Folder 4 *The Brøderbund Crown* newsletter, Vol. 3, Issues 1-5, 1985
- Folder 5 *The Brøderbund Crown* newsletter, Vol. 4, March 1986
- Folder 6 *Brøderbund Sales Talk* newsletter, 1986
- Folder 7 *The Brøderbund Education Forum*, Issue No. 1: Special Education, 1989
- Folder 8 *Brødernews* newsletter, Spring 1994
- Folder 9 Various other company newsletters, 1981-1998

**Subseries H: News clippings and publicity**

**Scope and Content Note:** This subseries holds news articles featuring Brøderbund. (For additional news articles and publicity information, see also the flat album scrapbooks in Subseries E, Box 12.)

**Box 9**

Folder 10 Brøderbund-related news articles, 1981-2001

**Subseries I: Box/packaging art clippings**

**Scope and Content Note:** Within this subseries are 30 clippings from boxes or packaging of Brøderbund-created or -distributed software products, dated between 1980 and 1988. (For complete product packaging, please see the Brøderbund Software collection of the International Center for the History of Electronic Games at The Strong.)

**Box 10**

Folder 1 Brøderbund Software clipped box/packaging art, c. 1980-1988

**Subseries J: Miscellaneous papers and diskettes**

**Scope and Content Note:** This subseries houses miscellaneous Brøderbund-related papers and unpublished diskettes.

**Box 10**

Folder 2 "A Marin Year" 1988 Brøderbund calendar, photographs by Martin Schweitzer, 1988

Folder 3 Company trip ideas, 1991

Folder 4 "Where in the World of Music is Carmen Sandiego?" Marin Symphony Family Concert flyer, February 1, 1997

Folder 5 Doug Carlston notebook/scratchpad, n.d.

Folder 6 Various draft software diskettes, n.d.; envelope contains:

- "Atari ST Artwork (2) SS Gregory Hammond 4/17/87" [hard disk]
- "Brøderbund Adventure Generator" [2 diskettes in one envelope]
- "Adventure text generator"
- "Trailmobile workfile"

**Box 11**

Object 2 Plastic diskette holder labeled "Production Masters and other extremely important disks," containing:

- "Seafox copy master with title finished"
- "Star Blazer copy program"
- "Labyrinth matter copy program CD copy disk"
- "Track Attack production 6/8/82"
- "Choplifter 4/28/82 MAIN 2 Replacement for bug fix"
- "Apple Panic Atari Version DOS II 2/22/82"
- "RDOS Utilities copyright 1981 Roland Gustafsson"
- "Star Blazer finished copy" (for one RAM card)
- "Apple Panic production 03/25/82" (2 disks)
- "Apple Panic production 03/12/82 Atari" (2 disks)
- "Labyrinth Master copy 2 program disk"
- "Brøderbund Protection System Master 1-5-82"
- "Track Attack copy program back-up v2"
- "Track Attack copy program v2 2-2-82"

- Object 3 Plastic diskette holder labeled “DB Master Files,” containing:
- “Utilities”
  - [Unlabeled]
  - “No. 33”
  - “Tawala’s Last Redoubt writings”
  - “Tawala’s Last Redoubt”
  - “Tawala’s Last Redoubt backup”
  - “Apple Master Protected Copy Program 11/11/80”

## Series II: Software Publishers Association (SPA), 1984-1991

### Subseries A: Board and membership

**Scope and Content Note:** This subseries contains membership information and reports compiled by the board members of the Software Publishers Association (SPA) between 1984 and 1988.

#### Box 13

- Folder 1 Doug Carlston SPA materials, 1984  
 Folder 2 SPA Bylaws, adopted June 1984, modified March 1985  
 Folder 3 SPA membership lists and directories, 1984-1988  
 Folder 4 SPA membership application forms (blank), 1984 and n.d.  
 Folder 5 SPA nomination forms and ballots, 1984-1987  
 Folder 6 SPA financial statements and budget analyses, 1984-1986  
 Folder 7 SPA software sales reports, 1984-1988

### Subseries B: Correspondence

**Scope and Content Note:** This subseries holds board meeting minutes and agendas, business correspondence, and announcements to members of SPA.

#### Box 13

- Folder 8 SPA board members correspondence, meeting agendas, minutes, and other documentation, 1983-1986  
 Folder 9 SPA board members correspondence, meeting agendas, minutes, and other documentation, 1987-1988  
 Folder 10 SPA members correspondence, 1983-1984

#### Box 14

- Folder 1 SPA members correspondence, 1985  
 Folder 2 SPA members correspondence, 1986-1991

### Subseries C: Newsletters

**Scope and Content Note:** This subseries houses some of the member newsletters published by SPA between 1984 and 1988. Features of each issue include SPA projects, essays, market trends, information on Congressional legislation, and member spotlights.

#### Box 14

- Folder 3 *SPA News* newsletters, 1984-1988

**Subseries D: Conference information**

**Scope and Content Note:** Within this subseries is information on several of the first SPA-sponsored conferences between 1985 and 1988.

**Box 14**

- Folder 4 SPA First Annual Conference, September 12-15, 1985, Alexandria, Virginia, materials and information, 1985
- Folder 5 SPA 1985 Conference photographs, 1985
- Folder 6 SPA Spring Symposium, April 16-19, 1986, San Francisco, California, materials and information, 1986
- Folder 7 SPA Second Annual Conference, September 28-October 1, 1986, Alexandria, Virginia, conference program, 1986
- Folder 8 SPA Spring Symposium, March 25-28, 1987, Berkeley, California, materials and information, 1987
- Folder 9 SPA Spring Symposium, March 27-30, 1988, Berkeley, California, conference brochure, 1988

**Subseries E: Other documentation**

**Scope and Content Note:** This subseries holds information on a computer warranty bill, a SPA-sponsored award to Brøderbund, and miscellaneous news clippings and advertisements about SPA.

**Box 14**

- Folder 10 California State Senate Insurance, Claims, and Corporation Committee - Interim Hearing on Computer Warranties, AB 1507, October 1985
- Folder 11 SPA Gold Award Certification to Brøderbund for *Karateka*, 1986
- Folder 12 Miscellaneous SPA-related news clippings, advertisements, and other information, 1984-1987