



**ArchivesSpace**  
a community served by ✦ LYRASIS

# **Guide to the Ken Horowitz Collection of Electronic Gaming Oral Histories, 2006-2023 — 124.5253**

---

This finding aid was produced using ArchivesSpace on January 10, 2025.

English

Describing Archives: A Content Standard

Brian Sutton-Smith Library and Archives of Play at The Strong

The Strong

One Manhattan Square

Rochester, NY 14607

[library@museumofplay.org](mailto:library@museumofplay.org)

URL: <https://www.museumofplay.org/collections/brian-sutton-smith-library-archives-of-play/>

---

## Table of Contents

---

Summary Information .....	3
Historical Note .....	3
Collection Scope and Content Note .....	4
System of Arrangement .....	4
Administrative Information .....	4
Controlled Access Headings .....	5
Collection Inventory .....	6
Series I: Audio recordings .....	6
Series II: Transcripts .....	10

---

## Summary Information

---

<b>Repository:</b>	Brian Sutton-Smith Library and Archives of Play at The Strong
<b>Title:</b>	Ken Horowitz collection of electronic gaming oral histories
<b>ID:</b>	124.5253
<b>Date [inclusive]:</b>	2006-2023
<b>Physical Description:</b>	3.0 Gigabytes (digital files)
<b>Language of the Material:</b>	English
<b>Mixed Materials []:</b>	digital
<b>Abstract:</b>	This collection consists of oral history interviews with video game and pinball industry professionals conducted by Ken Horowitz, video game scholar and author. The audio recordings are dated from 2006 to 2023. The materials are comprised of digital audio recordings and transcripts.

### Preferred Citation for Publication

Ken Horowitz collection of electronic gaming oral histories, Brian Sutton-Smith Library and Archives of Play at The Strong.

[^ Return to Table of Contents](#)

---

## Historical Note

---

Dr. Ken Horowitz is an author and video game historian. He also teaches college level English and video game studies courses. Horowitz is the author of *From Pinballs to Pixels: An Arcade History of Williams-Bally-Midway*, *Beyond Donkey Kong: A History of Nintendo Arcade Games*, *The Sega Arcade Revolution: A History in 62 Games*, and *Playing at the Next Level: A History of American Sega Games*. Dr. Horowitz has published articles for academic journals and industry zines about the use of video games to teach English as a second language and the history of electronic games.

Horowitz is the Founder and editor-in-chief of the largest resource for Sega related materials on the internet, SEGA-16 which includes interviews, reviews, and features. The interviews Horowitz conducts with executives, designers, programmers, artists, and other people that worked on the Sega hardware and software are used as primary source materials for the Sega-16 website and his publications.

[^ Return to Table of Contents](#)

---

## Collection Scope and Content Note

---

This collection consists of oral history interviews and transcripts, conducted by Dr. Ken Horowitz, video game scholar and author. Dr. Horowitz interviewed video game and pinball industry professionals, designers, programmers, producers, artists, managers, composers, and, executives, and others at Sega, Nintendo, Tonka, Capcom, Broderbund, Stern Pinball, Williams Electronics, and many more. The content was created as source material for the Sega-16 website and Horowitz's publications about electronic games.

The digital collection has been arranged into two series and can be accessed on-site.

[^ Return to Table of Contents](#)

---

## System of Arrangement

---

Series I: Audio recordings, 2006-2023

Series II: Transcripts, 2006-2023

[^ Return to Table of Contents](#)

---

## Administrative Information

---

### Publication Statement

Brian Sutton-Smith Library and Archives of Play at The Strong

The Strong  
One Manhattan Square  
Rochester, NY 14607

[library@museumofplay.org](mailto:library@museumofplay.org)

URL: <https://www.museumofplay.org/collections/brian-sutton-smith-library-archives-of-play/>

## Immediate Source of Acquisition

The collection was donated to The Strong in September 2024 as a gift of Ken Horowitz. The collection was accessioned by The Strong under object ID 124.5253. The digital files were transferred from Ken Horowitz to The Strong via USB drive.

## Conditions Governing Access

This collection is open for research use by staff of The Strong and users of its library and archives. The oral history recordings are accessible to on-site researchers.

## Conditions Governing Use

Though the donor has not transferred intellectual property rights (including but not limited to any copyright, trademark, and associated rights therein) to The Strong, they have given permission for The Strong to make copies in all media for museum, educational, and research purposes.

## Processed by

Stephanie Ball, January 2025.

[^ Return to Table of Contents](#)

---

## Controlled Access Headings

---

- Sega Genesis video games
- Sega Saturn video games
- Games -- Video & Electronic
- Video games -- Design
- Video games -- Development
- Video games -- Authorship
- Video games
- Video games -- Licensing
- Video games -- Marketing
- Video games -- History -- 20th century
- Video games -- History
- Video games industry
- Pinball machines
- Pinball machines--Drawings
- Pinball machines--History
- Defender (Video game)
- Jurassic Park (Video game)
- Spider-Man vs. the Kingpin (Video game)

- Sinistar (Video game)
- Rampage (Video game)
- Mortal Kombat (Video game series)
- Mr. Bones (Video game)
- Secret of Monkey Island (Video game)
- NFL2K (Video game)
- Cruis'n USA (Video game)
- War Gods (Video game)
- Kid Chameleon (Video game)
- Sega Enterprises, Inc.
- Sega of America (Firm)
- Sharpe, Roger C.
- Nintendo of America, Inc.
- Williams Electronics Games, Inc.
- Williams Electronics, Inc.
- Williams Manufacturing Co.
- Brøderbund Software, Inc.
- CAPCOM Co.
- Midway Games, Inc.
- Stern Pinball, Inc.
- Carlston, Doug
- Dicker, Sam
- Falstein, Noah

---

## Collection Inventory

---

### Series I: Audio recordings, 2006-2023

digital

#### Series Scope and Content Note

This series consists of 77 oral history interviews conducted by Dr. Ken Horowitz, video game scholar and author. Dr. Horowitz interviewed video game and pinball industry professionals, designers, programmers, producers, artists, managers, composers, and, executives, and others at Sega, Nintendo, Tonka, Capcom, Broderbund, Stern Pinball, Williams Electronics, and many more.

The interviews were recorded from 2006 to 2023 and include Roger Sharpe, Gary Stern, Peter Moore, Steve Morris, Sam Dicker, Doug Carlston, among others.

Title/Description	Instances
01_Mike Arkin Interview_20231006 [Producer, Acclaim, Sony Imagesoft, and Crave]	digital

02_Ken Balthaser Interview_20061124 [Senior VP of Product Development, Sega of America]	digital
03_Ken Balthaser Interview_20141010 [Senior VP of Product Development, Sega of America]	digital
04_Ken Balthaser Interview_20141126 [Senior VP of Product Development, Sega of America]	digital
05_Allen Battino interview_20150604 [Cinematic Director, Angel Studios]	digital
06_Andrea Burnett Interview_20170316 [Publicity Director, Sega Entertainment]	digital
07_Doug Carlston Interview_20170105 [CEO and Co-Founder, Broderbund]	digital
08_Mark Cerny Interview_20150109 [Founder, Sega Technical Institute]	digital
09_Dana Christianson Interview_20150302 [Executive Producer, BlueSky Software - <i>Jurassic Park</i> , <i>VectorMan</i> , <i>World Series Baseball</i> ]	digital
10_Frank Cifaldi Interview_20210909 [Director, Video Game History Foundation]	digital
11_Alán Cohn Interview_20160303 [National Sales Director; 1989-1994, Sega of America]	digital
12_Brian Colin Interview_20210311 [Designer - <i>Arch Rivals</i> , <i>Rampage</i> , <i>Xenophobe</i> ]	digital
13_George deGolian Interview_20150709 [Producer, Incredible Technologies]	digital
14_Sam Dicker Interview_20210318 [Programmer - <i>Defender</i> , <i>Sinistar</i> ]	digital
15_Craig Erickson Interview_20150622 [Founder, Sega Midwest Studio]	digital
16_Elizabeth Falconer Interview_20161214 [Marketing & Sales Manager, Gremlin/Sega]	digital
17_Noah Falstein Interview_20210126 [Programmer - <i>Secret of Monkey Island</i> , <i>Sinistar</i> ]	digital
18_Dan Forden Interview_20210821 [Composer, Williams Pinball - <i>Mortal Kombat</i> , <i>The Grid</i> ]	digital
19_Katy Franz Interview_20151003 [Video Compression Specialist, Sega - <i>Adventures of Batman &amp; Robin</i> , <i>Mighty Morphin Power Rangers</i> ]	digital
20_Jim Gentile Interview_20210812 [Graphic Artist & Animator - <i>War Gods</i> ]	digital
21_John Gillin Interview_20221207 [Director of Marketing, Capcom & Sega]	digital

22_George Gomez Interview_20210813 [Pinball Designer - <i>Monster Bash, Revenge from Mars</i> ]	digital
23_Joshua Gordon Interview_20150425 [Design Consultant, HeadGames Inc. - <i>X-Men 2</i> ]	digital
24_Clyde Grossman Interview_20150101 [Group Director of Product Development, Sega]	digital
25_Steve Hanawa Interview_20141023 [Director of R&D, Sega]	digital
26_Martha Hill Interview_20151025 [Marketing Manager, Sega - <i>NFL2K, NBA2K</i> ]	digital
27_Fitz Houston Interview_20150507 [Voiceover Artist - <i>Mr. Bones</i> ]	digital
29_David Javelosa Interview_20150204 [Music Director, Sega Multimedia Studio]	digital
31_Tom Kalinske Interview_20140908 [President and CEO; 1991-1996, Sega of America]	digital
32_Tom Kalinske Interview_20150920 [President and CEO; 1991-1996, Sega of America]	digital
33_Michael Katz Interview_20141119 [President and CEO; 1989-1991, Sega of America]	digital
34_Kevin Keinert Interview_20171202 [Preservationist, Sega R360 machines]	digital
35_Michael Knox Interview_20071123 [Programmer, Park Place Productions - <i>Joe Montana Football</i> ]	digital
36_Michael Latham Interview_20150620 [Designer - <i>Eternal Champions</i> ]	digital
37_Joe Linhoff Interview_20210427 [Lead Designer - <i>War Gods</i> ]	digital
38_Shawn Liptak Interview_20210419 [Programmer - <i>Total Carnage, NBA Jam</i> ]	digital
39_Peter Loeb Interview_20150927 [Creator, HEAT.NET]	digital
40_Mark Loffredo Interview_20210326 [Hardware Designer, Midway - <i>Cruis'n USA</i> ]	digital
41_Bruce Lowry Interview_20141027 [President and CEO; 1986-1989, Sega of America]	digital
42_George McAuliffe Interview_20170310 [General Manager, Time Out Arcades]	digital
43_Marty Man Smith Interview_20190617 [National Sales Manager, Sega Amusements - <i>Luigi's Mansion Arcade</i> ]	digital
44_Michael Mendheim Interview_20180430 [Creator - <i>Mutant Football League</i> ]	digital

45_Joe Miller Interview_20130207 [Senior VP of Product Development; 1992-1995, Sega of America]	digital
46_Jon Miller Interview_20150506 [Programmer - <i>Spider-Man vs. the Kingpin</i> ]	digital
47_Mark Miller Interview_20141212 [Composer - <i>Kid Chameleon, Spider-Man, ToeJam &amp; Earl, X-Men 2</i> ]	digital
48_Jerry Momoda Interview_20190118 [Market Analyst, Nintendo of America]	digital
49_Peter Moore Interview_20151110 [President and CEO; 2000-2003, Sega of America]	digital
50_Eduardo Morales Interview_20220805 [President and CEO, Sega S.A. Spain]	digital
51_Medo Moreno Interview_20161109 [Programmer, Sega/Gremlin - <i>Carnival</i> ]	digital
52_Steve Morris Interview_20141112 [General Manager, Tonka]	digital
53_Mark Nausha Interview_20150910 [Producer, Sega Interactive - <i>Eternal Champions</i> series]	digital
54_Al Nilsen Interview_20151128 [Head of Global Marketing, Sega of America]	digital
55_William Novak Interview_20150502 [Designer, Zono Inc. - <i>Mr. Bones, X-Men 2: Clone Wars</i> ]	digital
56_David O'Hare Interview_20200106 [Advertising Specialist at Goodby, Berlin, and Silverstein - "Sega Scream" campaign]	digital
57_Barry Oursler Interview_20201127 [Pinball Designer - <i>Gorgar, Space Shuttle</i> ]	digital
58_Tom Petit Interview_20161026 [President and CEO; 1986-1994, Sega Enterprises, Inc.]	digital
59_John Powers Interview_20141011 [Co-Founder, Authorship Resources Inc.]	digital
60_Randall Reiss Interview_20151129 [Designer - <i>Spider-Man vs. the Kingpin</i> ]	digital
61_Richard Robbins Interview_20150620 [Founder and Executive Producer, Sega Midwest Studio]	digital
62_Dan Rosenfeld Interview_20150424 [Founder, HeadGames Inc. - Genesis <i>X-Men 2</i> Project Manager]	digital
63_Steven Ross Interview_20150512 [Artist - <i>X-Men, X-Men 2: Clone Wars</i> ]	digital
64_John Sauer Interview_20141211 [Marketing Manager, Tonka]	digital
65_Roger Sharpe Interview_20210128 [Director of Marketing & Licensing, Williams]	digital

66_Burt Sloane Interview_20141212 [Founder, Recreational Brainware - <i>Spider-Man vs. the Kingpin</i> ]	digital
67_Jay Smith interview_20151009 [Founder, Incredible Technologies - <i>X-Men</i> ]	digital
68_Gary Stern Interview_20210910 [Founder, Stern Pinball]	digital
69_Bernie Stolar Interview_20150713 [President and CEO; 1996-1999, Sega of America]	digital
70_Michael Stroll Interview_20210118 [President, Williams Electronics]	digital
71_Mark Subotnick Interview_20150813 [VP of Product Development, Sega of America - between Saturn and Dreamcast]	digital
72_Josh Tsui Interview_20210421 [Director - <i>Insert Coin</i> documentary]	digital
73a_Scott Tsumura Interview_20201208 [Producer - <i>Moon Patrol, Kung Fu Master</i> ]	digital
73b_Scott Tsumura Interview_20210125 [Producer - <i>Moon Patrol, Kung Fu Master</i> ]	digital
74_Jeff Walker Interview_20191008 [Regional Sales Manager, Nintendo of America]	digital
75_David Warhol Interview_20150330 [Designer - <i>Bug!</i> series]	digital
76_Steve Woita Interview_20141125 [Programmer - <i>Kid Chameleon</i> ]	digital
77_Dave Zabriskie Interview_20210629 [Music Composer - <i>Theatre of Magic, Tales of the Arabian Nights</i> ]	digital
78_John Zuur Platten Interview_20150916 [Writer/Designer/Producer, The Code Monkeys - <i>Tomcat Alley</i> ]	digital

[^ Return to Table of Contents](#)

## Series II: Transcripts, 2006-2023

digital

### Series Scope and Content Note

This series consists of transcripts created by Ken Horowitz for 11 interviews. The transcripts are in pdf format

The Strong will continue creating transcripts for each interview and will add them to this series as they are completed and reviewed.

Title/Description	Instances
01_Mike Arkin Interview_20231006 transcript	digital
02_Ken Balthaser Interview_20061124 transcript	digital

11_Alan Cohn Interview_20160303 transcript	digital
21_John Gillin Interview_20221207 transcript	digital
28_David Javelosa Interview_20080702 transcript	digital
35_Michael Knox Interview_20071123 transcript	digital
44_Michael Mendheim Interview_20180430 transcript	digital
45_Joe Miller Interview_20130207 transcript	digital
50_Eduardo Morales Interview_20220805 transcript	digital
56_David O'Hare Interview_20200106 transcript	digital
73_Scott Tsumura interview_20201211 transcript	digital

[^ Return to Table of Contents](#)