

# **Herding Cats Doesn't Begin to Describe It**

## **Reflections on 20 Years of the IGDA**

Ernest W. Adams, founder

This is a personal view

**DISCLAIMERS**

(I'll try to be brief.)

**ME.**





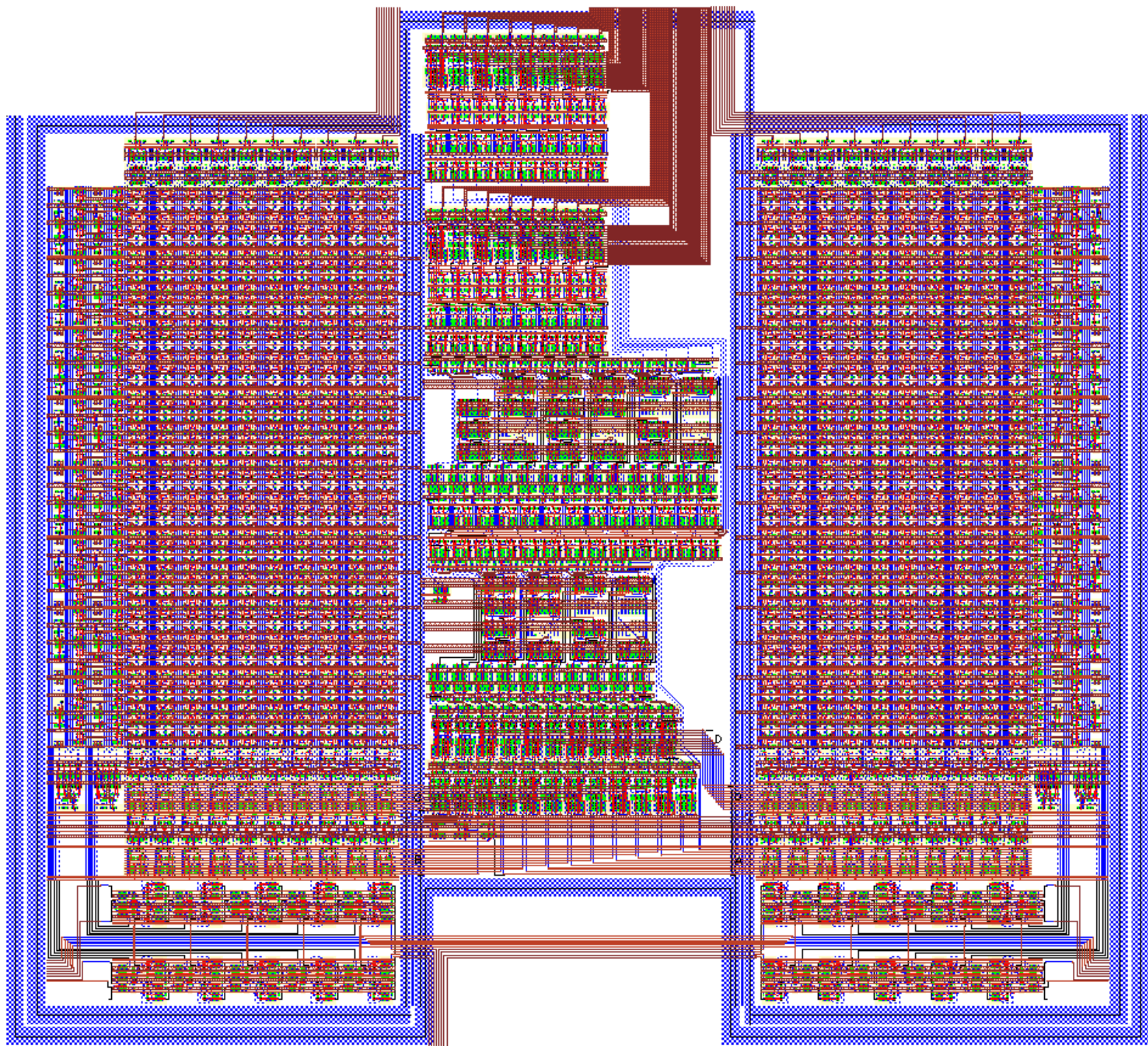
[illegible]













**Association for  
Computing Machinery**



DESIGN  
**AUTOMATION**  
CONFERENCE











## **Spaghetti Code**

A sculpture by George W. Hart

Fun with Fearmongering!

**MORAL PANICS THEN  
AND NOW**

# Writing

For [writing] will produce forgetfulness in the minds of those who learn to use it, because they will not practice their memory. Their trust in writing... will discourage the use of their own memory within them.

— Socrates, ~370 B.C.

# The Printing Press

The word written on parchment will last a thousand years. The printed book is on paper. How long will it last?

— Johannes Trithemius, 1494

# Novels

The free access which many young people have to romances, novels, and plays has poisoned the mind and corrupted the morals of many a promising youth; and prevented others from improving their minds in useful knowledge.

— Reverend Enos Hitchcock, 1790



# The Waltz

The indecent foreign dance called the Waltz was introduced [at the royal court]. So long as this obscene display was confined to prostitutes and adulteresses, we did not think it deserving of notice; but now, we feel it a duty to warn every parent against exposing his daughter to so fatal a contagion.

— *The Times*, 1816

# Photography

From today, painting is dead!

— Paul Delaroche, 1839

# Movies

I unite with all who protest against [vile and unwholesome moving pictures] as a grave menace to youth, to home life, to country and to religion. I condemn... those salacious motion pictures which... are corrupting public morals and promoting a sex mania in our land.

— Legion of Decency Pledge, 1933

# Jazz

...our people are becoming  
dangerously demented, confused,  
distracted or bewildered by jazz music.

— State of Washington bill  
authorizing censorship, 1933

# Television

If the television craze continues with the present level of programs, we are destined to have a nation of morons.

— Daniel Marsh, 1950



# Comic Books

I think Hitler was a beginner compared to the comic-book industry.

— Fredric Wertham, 1954

Rock and  
Roll  
1965

# **NOTICE!**

---

## **STOP**

Help Save The Youth of America  
**DON'T BUY NEGRO RECORDS**

(If you don't want to serve negroes in your place of business,  
then do not have negro records on your juke box or listen to  
negro records on the radio.)

The screaming, idiotic words, and savage music of these records  
are undermining the morals of our white youth in America.

Call the advertisers of the radio stations that play this type of  
music and complain to them!

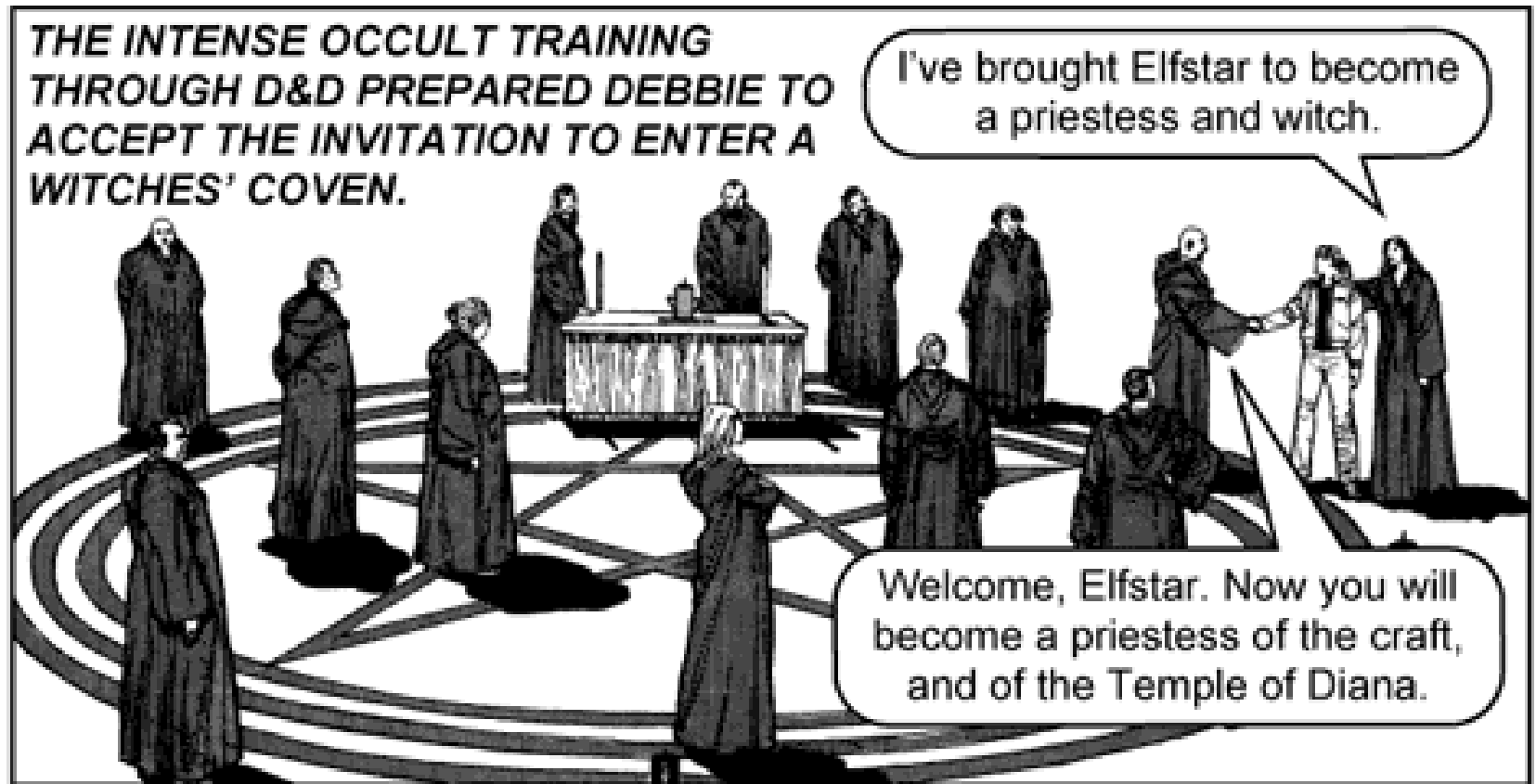
Don't Let Your Children Buy, or Listen  
To These Negro Records

---

For additional copies of this circular, write  
**CITIZENS' COUNCIL OF GREATER NEW ORLEANS, INC.**  
509 Delta Building New Orleans Louisiana 70112

Permission is granted to re-print this circular

# Role-Playing Games



— Jack T. Chick, 1984

# Rap

It is not the messenger that is so frightening,  
it is the perpetuation—almost glorification  
—of the cruel and violent reality of the  
'streets'...

—Tipper Gore, 1990

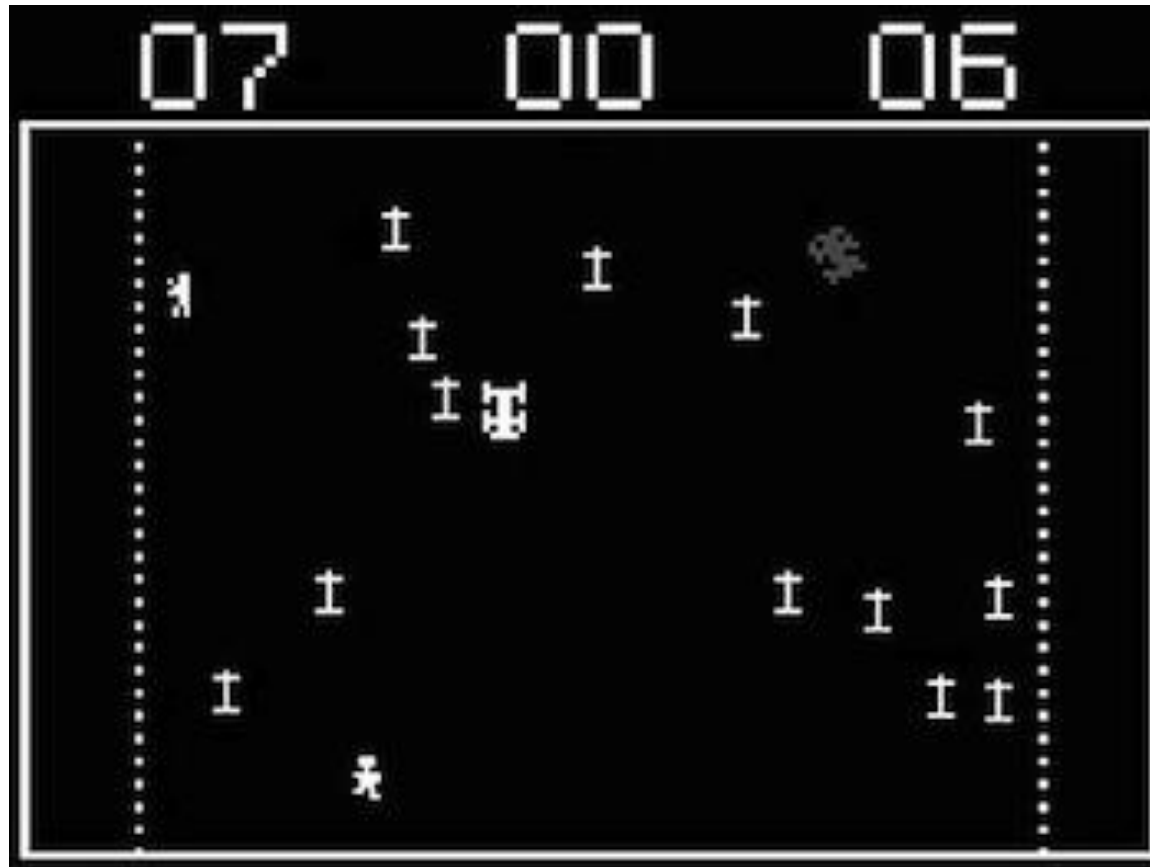
# Video Games

In [*Death Race*] a player takes the first step to creating violence. The player is no longer just a spectator. He's an actor in the process... I shudder to think what will come next if this is encouraged. It'll be pretty gory.

— Daniel Driessen, National Safety Council, 1976

Video game violence & glorification must be stopped—it is creating monsters!

— Donald Trump, 2012



***Death Race, 1976***

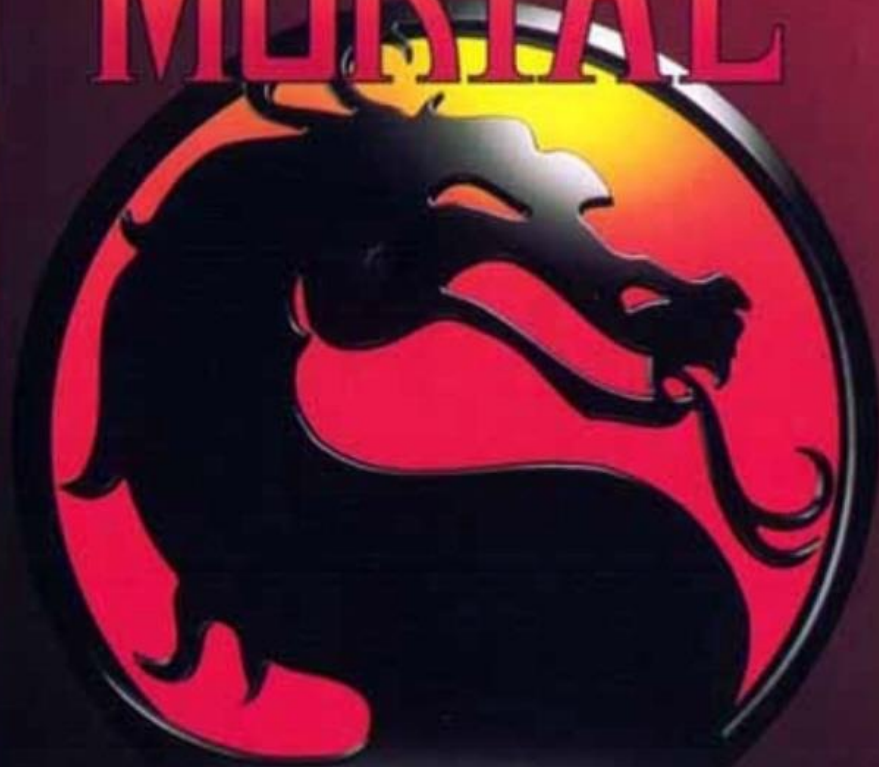
First major video game controversy



## ***River Raid, 1984***

First game ever banned for sale to minors in Germany

MORTAL



KOMBAT<sup>®</sup>



02 WINS

60

SUB-ZERO

CAGE

SUB-ZERO WINS  
**FATALITY**



A man with glasses and a receding hairline, wearing a dark suit, white shirt, and a patterned tie, is looking down at a document on a desk. The background is a wood-paneled wall.

**SEN. HERBERT KOHL**

D-WISCONSIN, Juvenile Justice  
Subcommittee Chairman

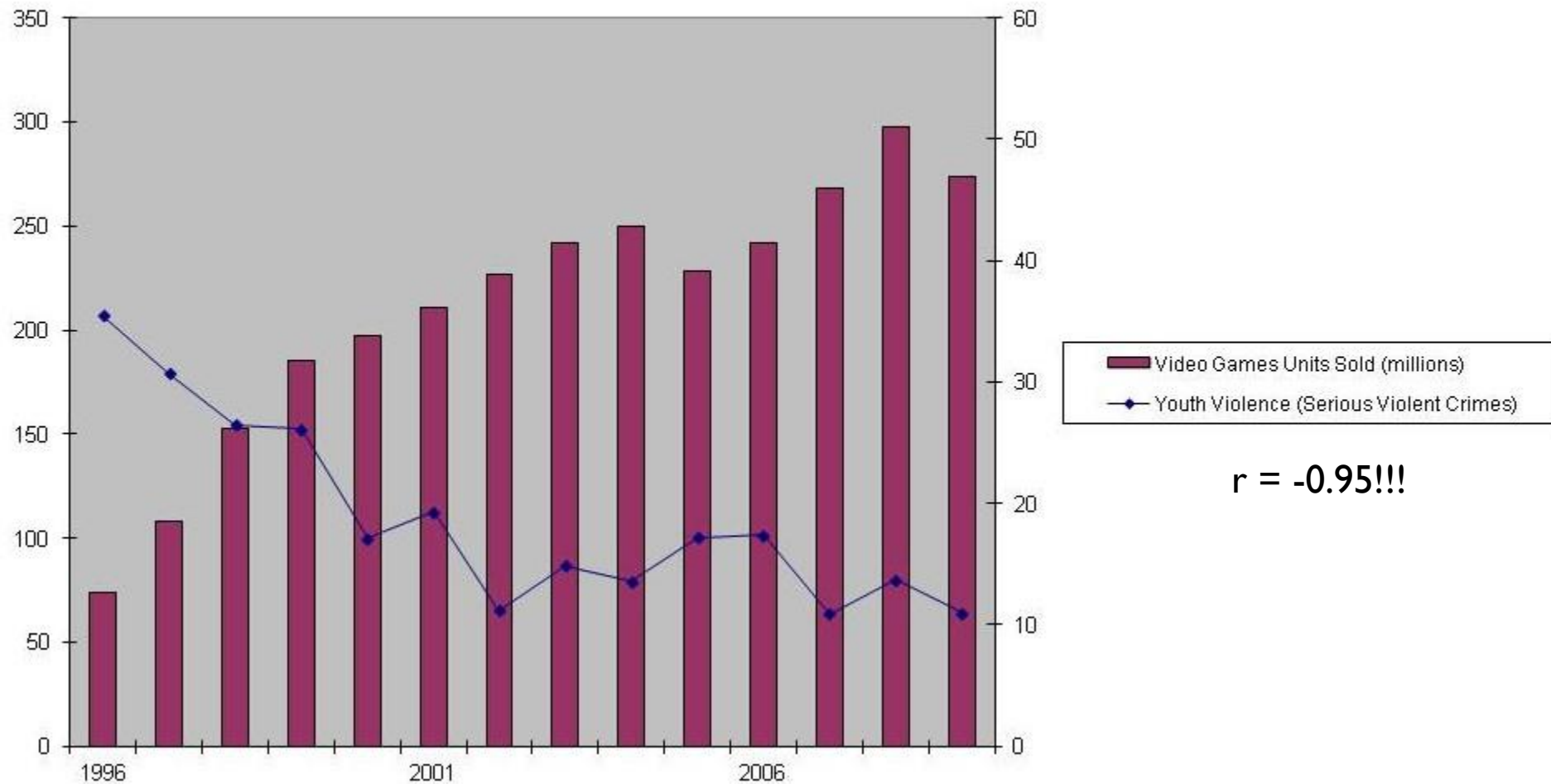
**C-SPAN**  
**TODAY**

CH. 01

12-09-93

20:17:43

### Video Game Sales Data and Youth Violence Rates



— “Violent Video Games: How Hysteria and Pseudoscience Created a Phantom Public Health Crisis”, *Paradigm*, Christopher J. Ferguson, Ph.D.



**Rep. Tom Lantos**

(D) California Congressional District 11

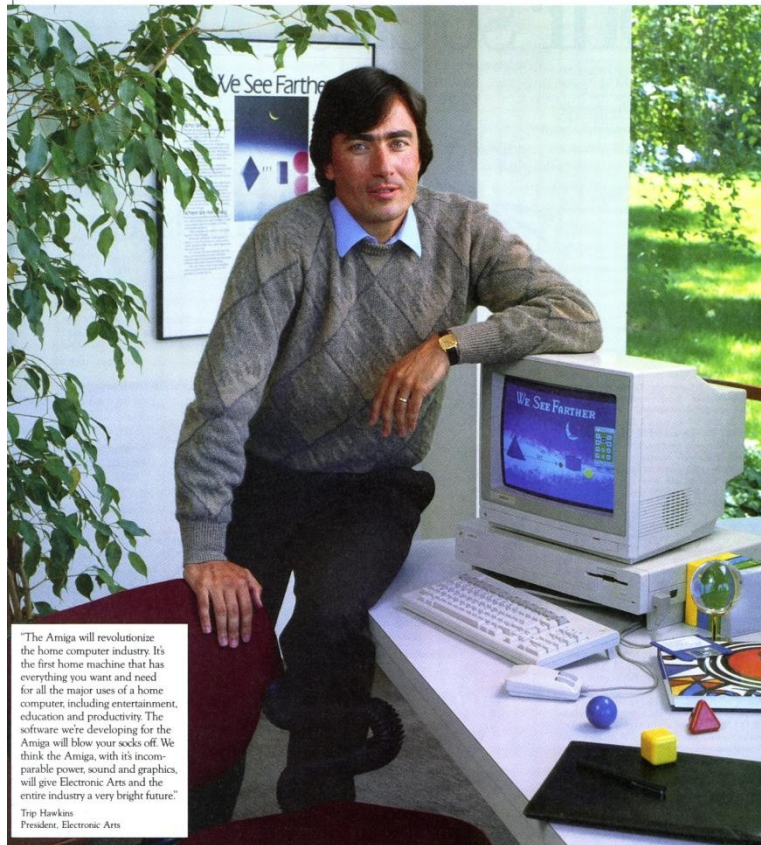
Birth of the IGDA

# **A SHORT TIMELINE**



A message from a leading software publisher.

# WHY ELECTRONIC ARTS IS COMMITTED TO THE AMIGA.



"The Amiga will revolutionize the home computer industry. It's the first home machine that has everything you want and need for all the major uses of a home computer, including entertainment, education and productivity. The software we're developing for the Amiga will blow your socks off. We think the Amiga, with its incomparable power, sound and graphics, will give Electronic Arts and the entire industry a very bright future."

Trip Hawkins  
President, Electronic Arts

In our first two years, Electronic Arts has emerged as a leader of the home software business. We have won the most product quality awards—over 60. We have placed the most *Billboard* Top 20 titles—12. We have also been consistently profitable in an industry beset by losses and disappointments.

Why, then, is Electronic Arts banking its hard won gains on an unproven new computer like the Amiga?

## The Vision of Electronic Arts.

We believe that one day soon the home computer will be as important as radio, stereo and television are today.

These electronic marvels are significant because they bring faraway places and experiences right into your home. Today, from your living room you can watch a championship basketball game, see Christopher Columbus sail to the New World, or watch a futuristic spaceship battle.

The computer promises to let you do much more. Because it is interactive you get to participate. For example, you can play in that basketball game instead of just watching. You can actually be Christopher Columbus and feel firsthand what he felt when he sighted the New World. And you can step inside the cockpit of your own spaceship.

But so far, the computer's promise has been hard to see. Software

has been severely limited by the abstract, blocky shapes and rinky-dink sound reproduction of most home computers. Only a handful of pioneers have been able to appreciate the possibilities. But then, popular opinion once held that television was only useful for civil defense communications.

## A Promise of Artistry.

The Amiga is advancing our medium on all fronts. For the first time, a personal computer is providing the visual and aural quality our sophisticated eyes and ears demand. Compared to the Amiga, using some other home computers is like watching black and white television with the sound turned off.

The first Amiga software products from Electronic Arts are near completion. We suspect you'll be hearing a lot about them. Some of them are games like you've never seen before, that get more out of a computer than other games ever have. Others are harder to categorize, and we like that.

For the first time, software developers have the tools they need to fulfill the promise of home computing.

Two years ago, we said, "We See Farther." Now Farther is here.



**Duke and Larry Bird Go One-On-One**  
The number one software sports game of all time. Shoot as accurately as Larry Bird, then dunk like the Doctor while you're cheered on by the victory chants of the Boston Garden crowd.



**Skyfox™**  
Get in the spaceship and fly Out your window or on your radar screen you have but split-seconds to appreciate the fierce beauty of enemy jets and tanks.



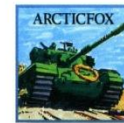
**Seven Cities of Gold™**  
Be Christopher Columbus and discover the New World. Learn history and geography, or generate your own random new worlds to explore.



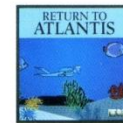
**Archon**  
A new kind of computerized board game, like chess with wizards and dragons for pieces. But when one lands on another, they have to fight a white-knuckled action battle.



**Deluxe Video Construction Set™**  
Be your own video director for business presentations or just for fun. Set up special effects, animated computer graphics, sound effects and titles—even record them to videotape for use with a VCR.



**Arctifox™**  
You command the advanced and deadly tank of the future—the Arctifox. A first person tank combat game with all the stunning graphics and sound of the best 3-D simulations.



**Return to Atlantis™**  
Play Indiana Costumes, oceanic hero, in this three dimensional simulation under the seven seas.



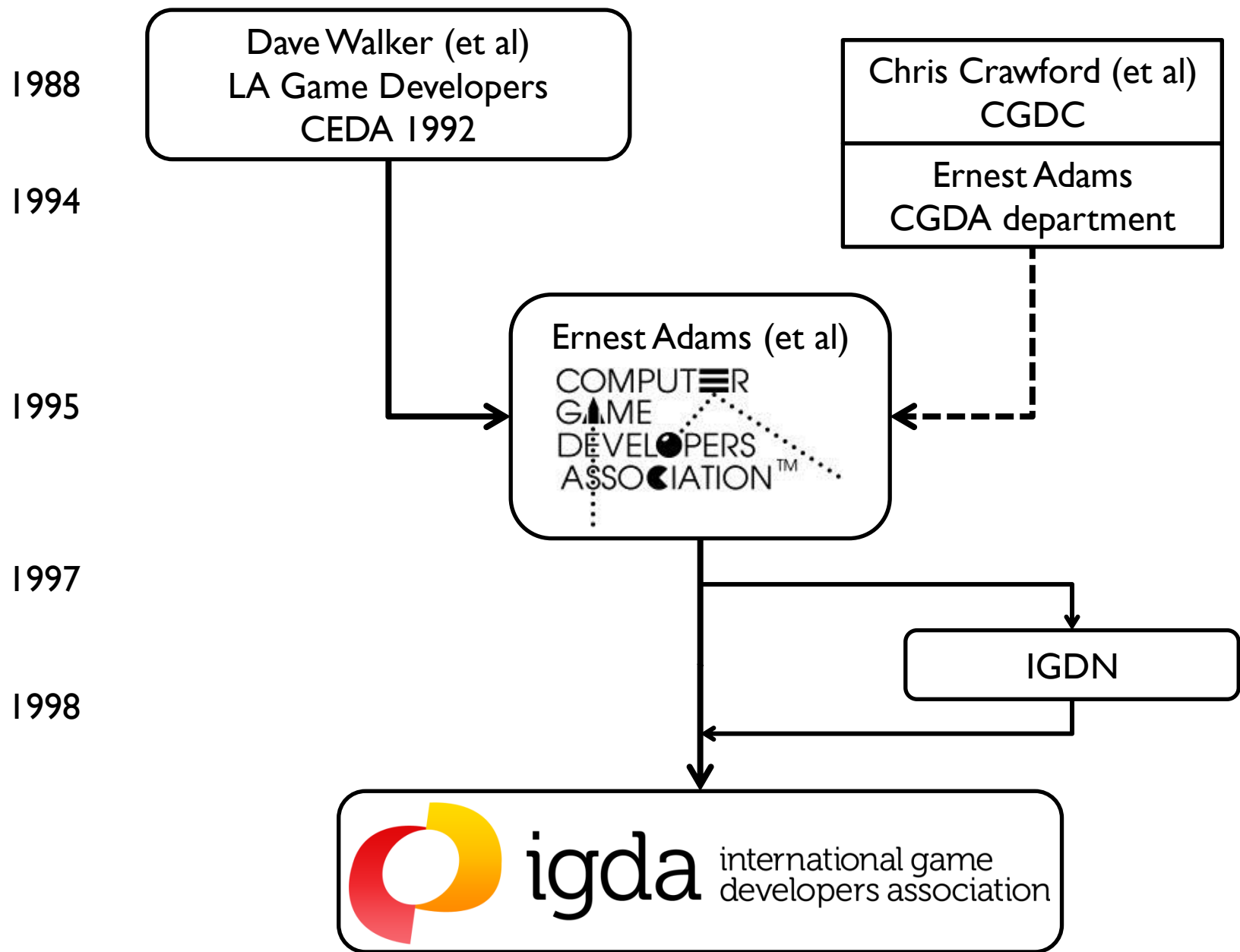
**Marble Madness™**  
For the first time, the home version of a coin-op arcade game is just as good as the original. Same graphics. Same sound. And you can play it in your bathrobe.

For details about availability, see your Amiga software dealer or call us at (415) 572-ARTS. For a product catalog send \$3.50 and a stamped, self-addressed envelope to: Electronic Arts, Amiga Catalog Office, 2755 Campus Drive, San Mateo, CA 94403. Amiga is a trademark of Commodore Business Machines. Skyfox, Seven Cities of Gold, Deluxe Video Construction Set, Arctifox, Return to Atlantis and Electronic Arts are trademarks of Electronic Arts. Marble Madness is a trademark of Atari Games, Inc.

Circle 2 on Reader Service card.

## Trip Hawkins Gets Annoyed

### Electronic Arts Artists' Symposiums, 1986-7 (ish)



### What does it cost?

Memberships are annual with the calendar year. A one-year membership, valid through 1996, is \$75. After July 1, 1996, the cost is \$38 for the remainder of the year. There is a \$10 postage surcharge for foreign memberships.

### Are there corporate memberships?

No. The CGDA is being established to address the needs of developers as individuals. We hope to provide value to owners of small development companies, but our first obligation is to people. Memberships are for individuals only, and are not transferable.

### What does the CGDC have to do with this?

In mid-1994 the Computer Game Developers' Conference provided seed money to set up the CGDA. In 1995, the CGDA was incorporated as an independent nonprofit corporation. The two are now completely separate organizations, but they cooperate on a number of projects.

### Why "Computer Game"? I'm a multimedia developer!

Frankly, the reason is name recognition. Right now, the Computer Game Developers' Conference is the most well-known and respected conference in the interactive entertainment and educational software industry, and we hope that will encourage people to join. Also, the CGDC's and the CGDA's goals are very similar: to provide an important service for *all* members of our community. We want to let people know that they can expect the same commitment to their concerns from us as from the Conference.

### Is this really an effort to set up a union?

Definitely not. The CGDA does not negotiate contracts, participate in collective bargaining, or set work rules. While we are concerned about working conditions for interactive entertainment developers, we also know that many developers are worker-owners. We want to be of service to *all* developers, without regard for whether they are "labor" or "management."

### When are the meetings held?

The CGDA's first annual meeting was held at the Computer Game Developers' Conference on Monday, April 24, 1995. We anticipate that annual meetings will continue to be at the CGDC, unless circumstances change for some reason.

### How to get in touch with us:

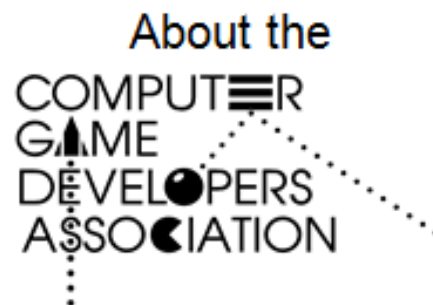
Call, write, or fax our Customer Service Droid at

**Computer Game  
Developers' Association**  
555 Bryant St., Suite 330  
Palo Alto, California 94301

**415-948-CGDA (2432)**

**fax: 415-948-2744**

*Please note that, in order to keep costs down, this phone line is not always staffed by a live person. Leave a message and someone from the CGDA will return your call as soon as possible.*



### What is the CGDA?

CGDA is an association of professionals in the interactive entertainment industry, and is dedicated to serving their careers and interests for the overall good of the industry. It's not a trade association or a union. CGDA plans to achieve its mission by:

- fostering information exchange among professionals in the industry
- advocating the views of interactive entertainment developers when policy issues arise in industry or government
- increasing public recognition for developers' artistic and technical achievements
- enhancing the quality of interactive entertainment and educational software

### Why should I join the CGDA?

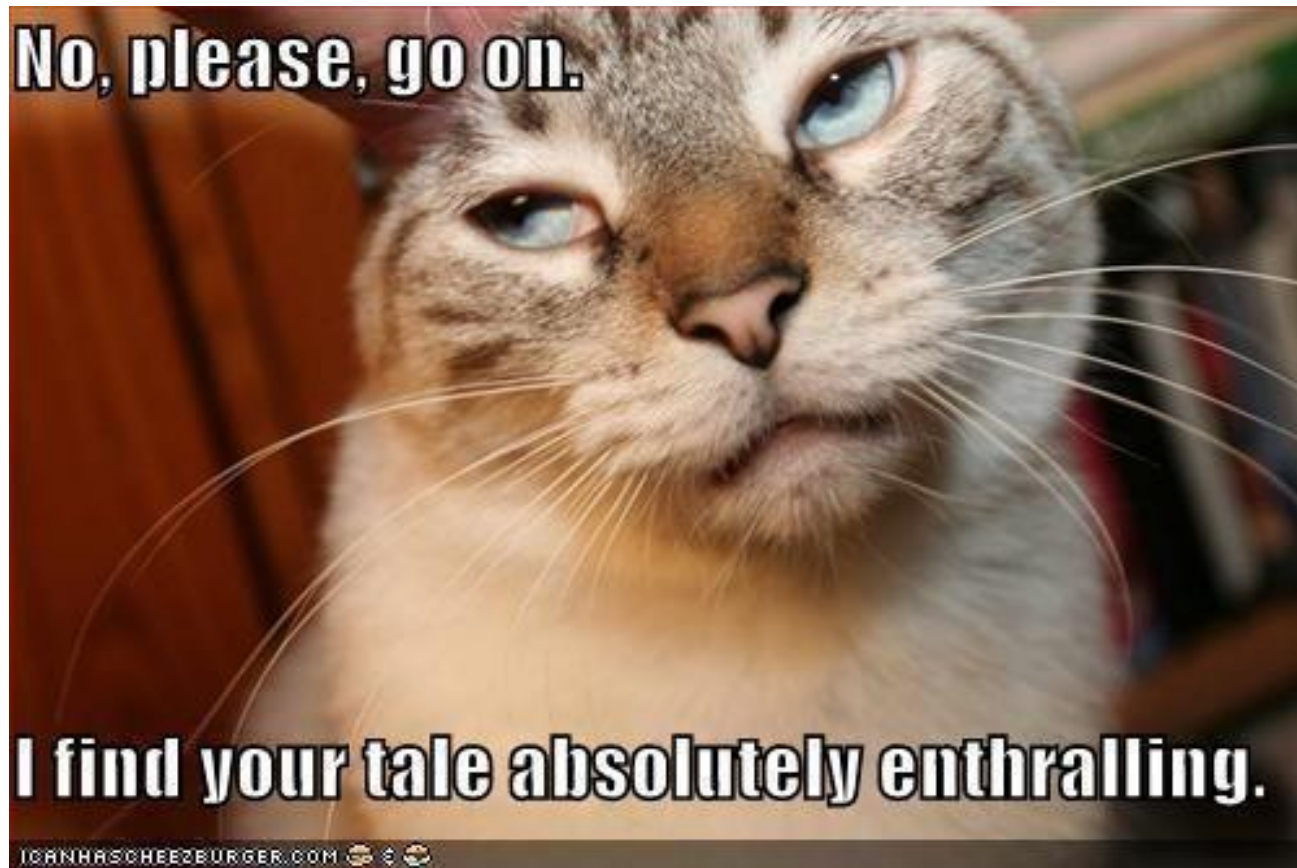
The most important reason for joining the CGDA is that it lets you participate in a community of people with similar interests and concerns. The CGDA will take an active role in helping to set government and industry policy on important issues that affect you.

In addition, the CGDA will offer a variety of services to its members, designed to assist them in their careers. They are described in more detail inside.



Darn those cats!

**OBSTACLES**



## **Negative Perceptions**

“A professional society? Sounds like loads of fun.  
NOT.”





## **Ignorance**

“Game censorship? What’s that?”





## **Apathy**

“I don’t nap 9 or 10 times a day, I don’t have enough for my energy for my main snooze.”



## **Selfishness**

“Why should I help other people compete with me?”



## **Hostility**

“Organize to do things together?  
Are you some kind of a Commie?”





## **Divided Interests**

“Die, overpriced AAA game developing scum!”

“Die, Skinner box F2P game developing scum!”





## **Overwork**

“Can’t, man, I’m in crunch right now.  
And next week. And next month. And forever.”



## Funding

“So what’s the ROI on being a member? Do I get preferred stock? What’s the value proposition? When can I cash out?”

“So what do you guys actually do?”

**PHILOSOPHY AND GOALS**









**Association for  
Computing Machinery**





## **No Barriers**

You're a game developer if you say you're a game developer.



## **Approval Voting**

No spoilers! (I'm looking at you, Ralph Nader.)



## **Political and Legal Activism**

“First Amendment, beeyotch.”

— *Brown vs. Entertainment Merchants Association*, 2011



## **Networking Opportunities**

Particularly for students, indies, and people in remote places.





## **Professional Growth/Continuing Education**

“PlayStation Shader Language? But I just got done learning the GL Shader Language!”



**Improve Diversity**

“Brenda Romero said WHAT?”

Awesomeness envisioned by others.

**STUFF I DIDN'T ANTICIPATE**



## **Curriculum Framework Document**

Single most influential thing IGDA has ever done.





## **IGDA Foundation**

By game developers, for game developers,  
supporting students, SIGs, and chapters.



## **O-I/H-IB Visa Support Letters**

Stop and be frisky.

# And a lot more...

- Lots of discounts
- Many kinds of insurance
- Quality of Life White Paper
- Game Crediting Guide
  - Microsoft uses this!
- Intellectual Property Rights White Paper
- Contract Walk-through for new developers
- Several Best Practices reports - finance, HR, etc.
- Tons of SIG reports - AI, casual games, etc.

The Stupidity from the Black Lagoon

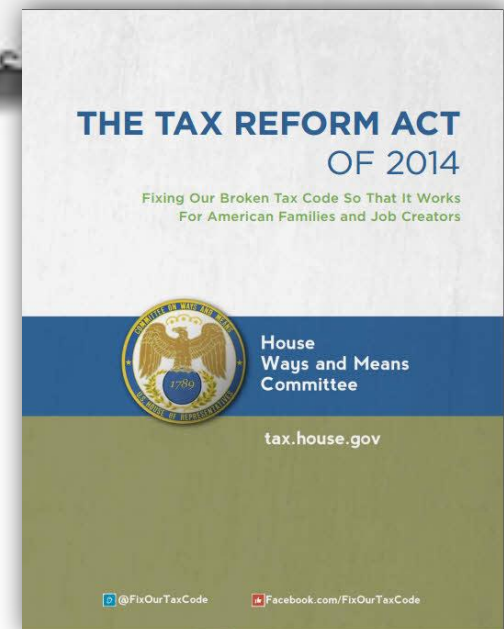
**WHY THE IGDA IS NEEDED  
MORE THAN EVER**

- Prohibiting tax deductions for costs incurred by illegal businesses.
- Preventing makers of violent video games from qualifying for the R&D tax credit.
- Requiring cruise ship companies – which generally pay no U.S. tax, despite extensive use of U.S. ports and all-too-frequent reliance on the U.S. Coast Guard for assistance – to pay tax on their U.S. income.
- Ending tax breaks that result in museum curators living in penthouses and university presidents living in mansions tax-free.
- Prohibiting employers from avoiding paying into Social Security.

**Here We Go Again...**

38 years since *Death Race*.

Don't these clowns ever learn?

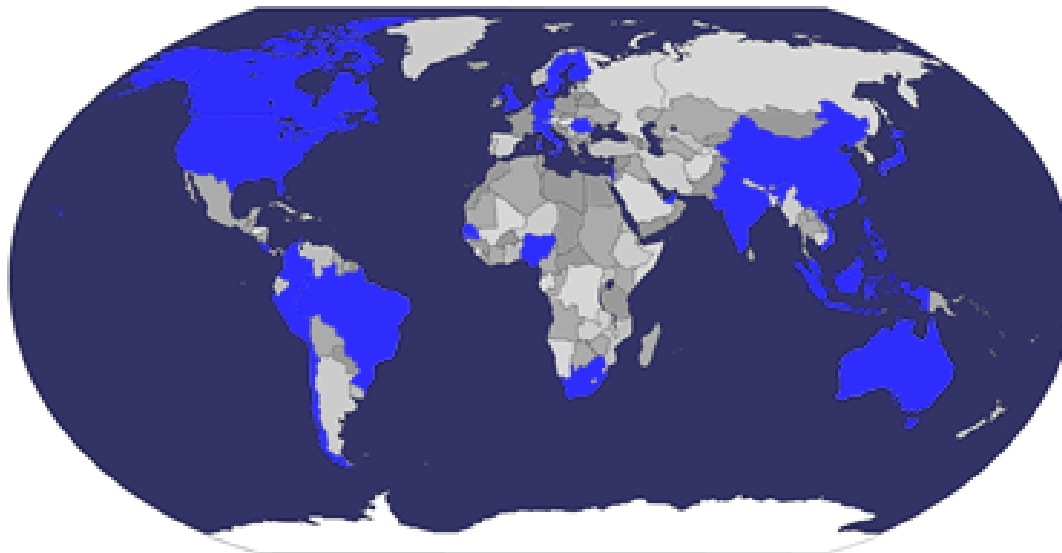








# IGDA Chapters



Map Legend: 12%, 32 of 263 Territories



Locations of established IGDA chapters. (Does not include emerging or academic chapters.)



# **Herding Cats Doesn't Begin to Describe It**

## **Reflections on 20 Years of the IGDA**

Ernest W. Adams, founder