

# Brøderbund

## news

**BRØDERBUND AND EDUCATIONAL SOFTWARE**

### A Roundtable Discussion

Something a bit unexpected has happened here at Brøderbund.

We've got a name in educational software.

It all started back in 1982 when *Bank Street Writer*™ began selling heavily into schools. Then, when we released *The Print Shop*™ in 1984, we saw the same progression occur. First, we got a couple comments from teachers on the usefulness of the program, then those few calls turned into many, and now, as Marketing Manager Diane Sipes says, "Virtually every school in the country that has a computer owns a copy of *The Print Shop*."

The success story continues. *Where in the World is Carmen Sandiego?*™ was voted the Best Learning Product of 1985 by the Software Publishers Association. *Science Toolkit*™ is making progress in the educational market as well, and with the release of *Geometry*™ developed by Sensei Software, we've published a program that serves as a tutor for the individual student at home, and that can also assist in the classroom environment.

If you're at all familiar with our characteristic focus on the home-user, then you'll be as surprised as we were to learn of our popularity in educational markets. But there's a method in our madness here,

so let's listen in on a discussion among some people behind the scenes, to trace the sources of this success. With us today is Lauren Elliott of Product Development, Cathy Carlston from Strategic Planning, and Marketing Manager Diane Sipes. As a group, they should paint an accurate picture of the unique philosophy that underlies our Explorations line, which features entertaining products with an educational intent.

**Lauren:**

"What sets us apart from typical educational vendors, is that we have a dual focus, that takes into account both home-users and educators."

**Cathy:**

"Lauren's right on target. We set out to develop an educational line, Explorations, that could stand on its own as entertainment."

**Lauren:**

"What we're talking about are crossover products, the kind of packages that strike a chord with all sorts of users, both children and adults alike. With *Science Toolkit*, for example, we started with an inspiration that Doug (Carlston) had: to create a hardware extension for the Apple, the kind of package that lets you conduct real experiments rather than on-screen simulations. The product was something

that Doug and Gary (Carlston) and I all wish we'd had as kids."

**Cathy:**

"*Where in the World is Carmen Sandiego?* began with the same sort of inspiration. Gary was always fascinated by *The World Almanac*® as a kid, and his and Doug's childhood memories led to discussions with Lauren and Gene Portwood, who embellished and carried out their ideas in the form of *Carmen*."

**Lauren:**

"And what's really great is that the educational parts of these programs are disguised as fun. For kids, a package like *Carmen* is a game, not a lesson, so the learning process becomes exciting."

**Diane:**

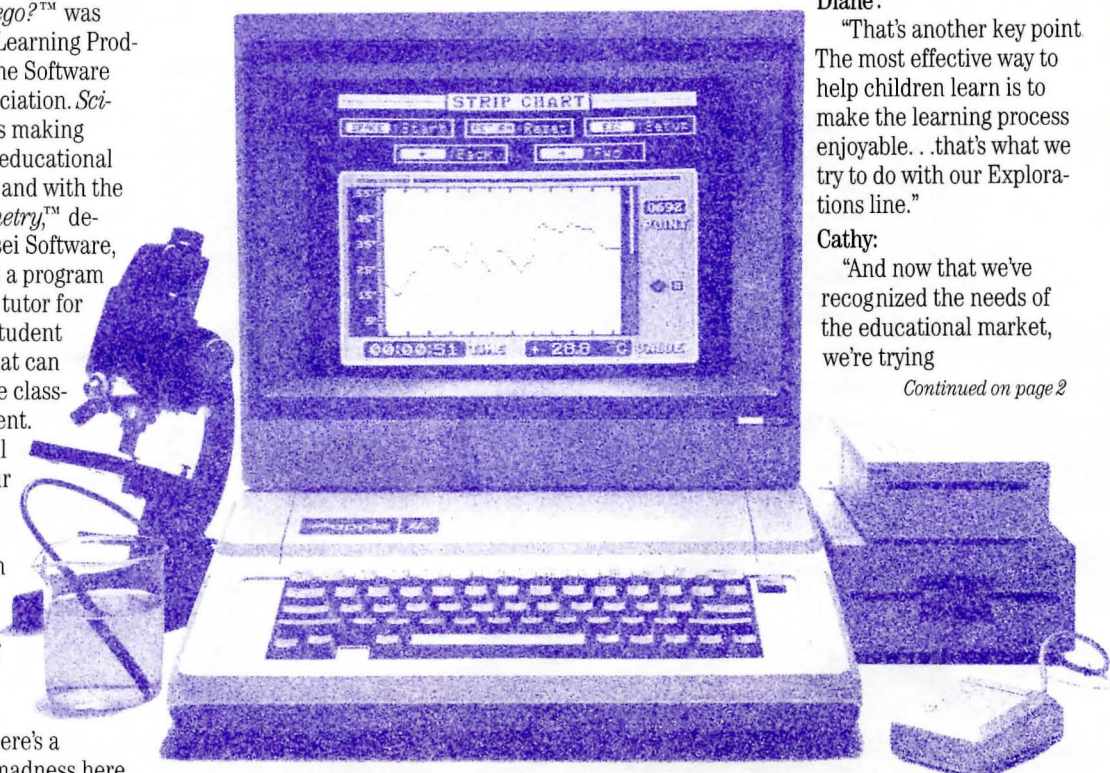
"That's another key point. The most effective way to help children learn is to make the learning process enjoyable. . . that's what we try to do with our Explorations line."

**Cathy:**

"And now that we've recognized the needs of the educational market, we're trying

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**Science Toolkit teams up with an Apple IIe to make an effective teaching tool, both in the classroom and at home.**





# Challenges and Potential

Doug Carlston

**Innovation has always been the bastion of our company's success.**

**Look for more information about ForComment, our latest innovation in writing productivity, in the next issue of Brøderbund News.**

**Doug Carlston, President and CEO of Brøderbund Software.**

To understand the way that Brøderbund "diversifies," let's begin with a comment that Stuart Alsop made in *PC Letter*. He wrote that "a high proportion of (Brøderbund's) products do define new markets." That's the key. We want our products to break new ground and create applications that most people haven't considered.

From the beginning, innovation has been the bastion of our company's success. Take a look at our history. We started as a games company, until we introduced *Bank Street Writer*. Then, bestselling packages like *The Print Shop* and *Dazzle Draw™* expanded our reputation further, so that people came to know us by the products that we sell, not by some label that we gave ourselves.

And now, with programs like *Science Toolkit*, *Where in the World is Carmen Sandiego*, and *ForComment™*, we're creating applications

that are hard to fit into standard categories. That's intentional — simply because we're trying to do things that other people generally don't do.

Of course there are risks in innovation, and frankly, those risks make us nervous sometimes. After all, it's



easier to remain on the beaten path. With innovative programs there aren't any landmarks out there. You have to ask yourself a very basic question: "Will people really use this program?"

Given that kind of uncertainty, we're trying to knock down perceptions of our limitations, both inside and outside the company. Every successful program helps us to do that.

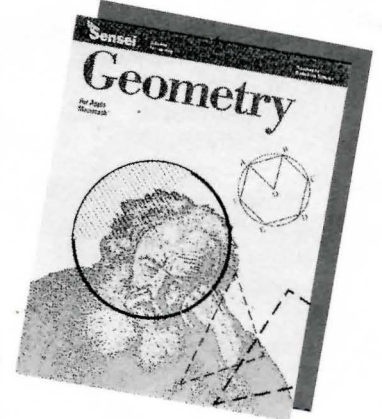
The philosophy behind this innovation is that software is a vehicle of human expression and creative activity. The weakness of some software publishers is that they can't see the forest for the trees; they focus so specifically on certain avenues that they miss the potentials of the software field as a whole. That's why we remain open to submissions of all kinds, no matter what their focus might be: because we want to keep breaking new ground.

In the future, I think a number of full service publishers will emerge to answer this need for new applications. In a field full of specialists, I see us maintaining a more general focus, and frankly, I welcome the emergence of companies that are prepared to conduct that kind of exploration. After all, in a field as rich in possibilities as software, there's plenty of room for creative organizations.

## Roundtable

*Continued from page 1*

to answer those needs more directly. With the *Science Toolkit Master Module* for instance, we've developed a special School Edition that includes a teacher's guide. And *Geometry* is another case in point. There's an ele-



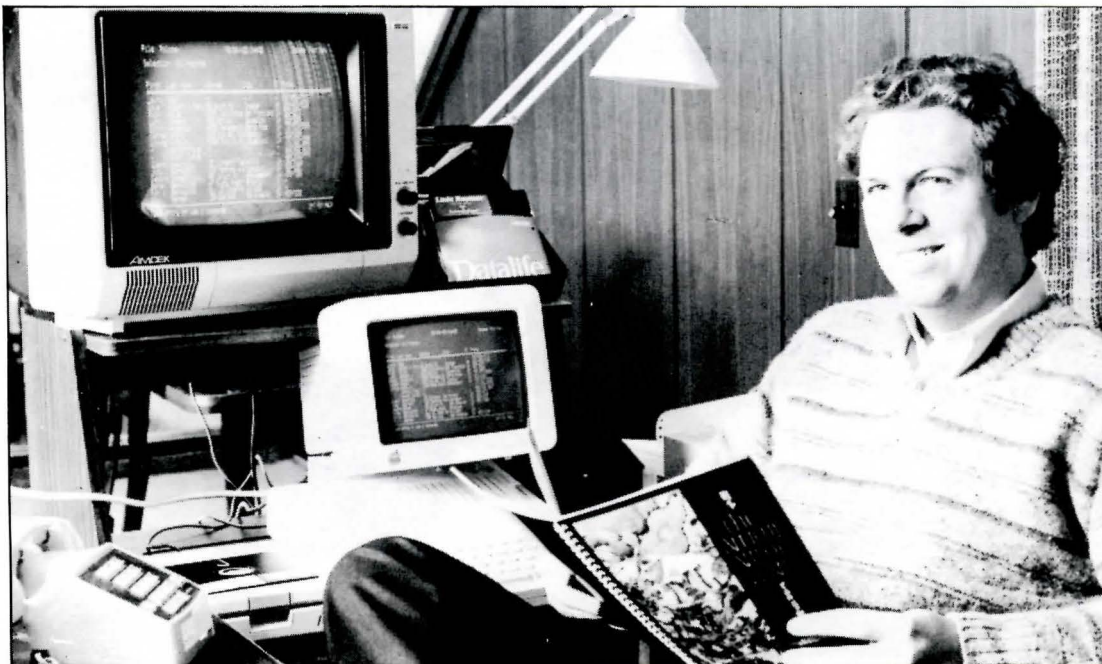
gant program that was designed specifically to fit into the school curriculum with the basal texts."

**Diane:**

"As we continue this development, we're listening more to the suggestions and needs of educators, and learning more about the type of support materials that they require to integrate our packages into the classroom. It was the enthusiasm of teachers that got us interested in educational application in the first place, and we appreciate the dialogue we have with educators, because it keeps us well-informed of their needs."

**Cathy:**

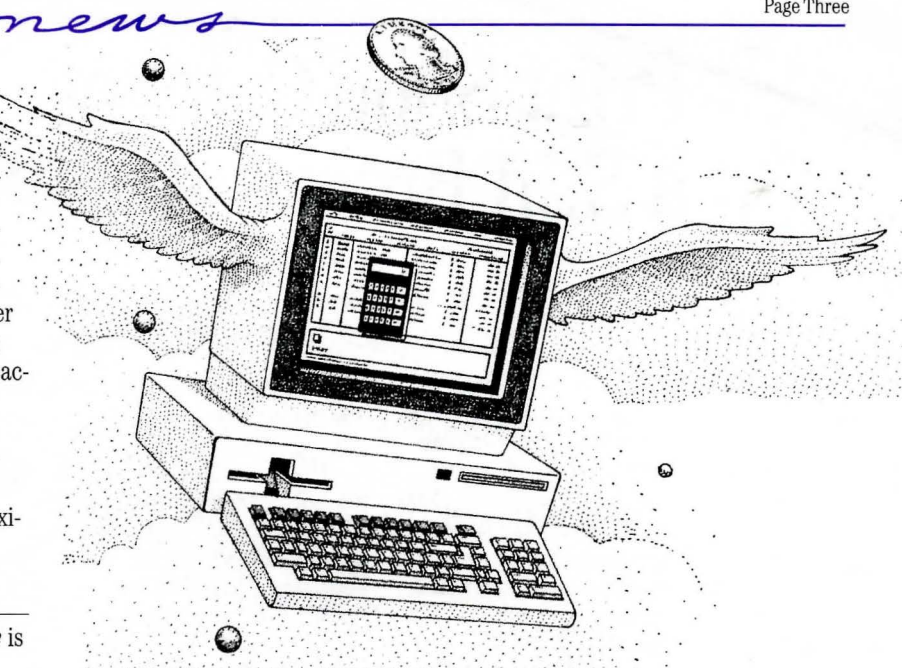
"Our Explorations line represents an exploration for us too; we're trying to create products that offer a variety of applications for students, teachers and home users alike. That's a unique objective and I think it's one of the reasons behind our success."





**ON BALANCE™ IS A WORKHORSE**

# Thwart the Tax Time Blues



Tax time approaches: your kitchen table is littered with crumpled receipts and outdated bills. Somewhere in there lurks a crucial piece of information. You ruffle through the pile, and end up spilling coffee on last year's statements from the bank. The dog starts barking outside; the telephone begins to ring and your daughter drops some china on the floor.

Take a break. Sit down in front of your computer. Take a deep breath, and look at the screen. Now, imagine that mess on the kitchen table suddenly organized and col-

quickly and easily whenever you see the need. Enter an entire year's worth of transactions on a single disk, and retrieve any piece of data you need using one of four easy search methods, because *On Balance* is as flexible as it is simple to use.

### SIMPLICITY & CLARITY

Very simply, *On Balance* is a workhorse of a program that will end the confusion of household financial management. As Marketing Manager Nanci Buck maintains, "The thing that's different about *On Balance* is its simplicity and clarity. Lots of financial management programs end up sitting unused on the shelf because they're so complex. *On Balance* is designed to suit the needs of the household, so it gives you everything you need, without being cluttered by unnecessary features."

*On Balance* can also help you prepare throughout the year for tax-time trauma, by allowing you to flag each tax-related transaction as you enter it. From there, the program can print customized reports of those items, giving you a clear understanding of your tax situation well in advance of the famous deadline date. With the flag feature, you can dispense with those hours of rustling through piles of receipts—*On Balance* puts the information at your fingertips in seconds.

With a suggested retail price of \$99.95, *On Balance* is packaged with both 5.25" disks for IIe and IIc users, and with 3.5" disks for those of you working on the IIGs. An interactive demo disk is available from Brøderbund Software-Direct, that will let

you experiment with the program and see just how easy money matters can be. The demo disk is priced at \$7.99 and includes a rebate coupon so that you can get that money back after you've purchased the program itself.

### WIN A FORTUNE IN FREE SOFTWARE!

You could call it our version of primal scream therapy. Or maybe it's just that misery loves company. At any rate, we're looking for your stories of the tax time blues—those maddening mixups that always seem to occur right around April 15.

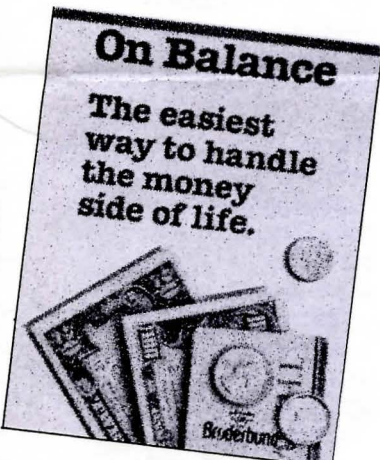
Go ahead, tell us. If our distinguished panel of judges chooses your story as the best (or the worst, depending on your view) you'll see it printed in an upcoming issue

of *Brøderbund News* and you'll win a software library with a retail value listed at over \$1,000. Second prize is a software collection that lists for over \$500, and our third prize winners will receive copies of *On Balance* to help avoid similar disasters in the future.

The deadline for stories is April 1. There are no other requirements to speak of, but we will be editing the winning entry for length and, well, printability. It's not that we want you to pull any punches, but after all, we're a family show here. . . .

Send your epistles of frustration and despair to:  
"Off the Wall"  
c/o Brøderbund News  
P.O. Box 12947  
San Rafael, CA 94913-2947

**You think you've got tax troubles? A friend wrote to tell us that he stored last year's receipts in old copies of *Newsweek*. The system worked fine, until his sister borrowed the apartment, cleaned house, and threw his copies of *Newsweek* in the trash! Ouch!**



lated, displayed clearly for you in all its detail. Imagine yourself working with *On Balance*, our new financial management package for the Apple 128K IIe, IIc and IIGs, and you'll see the money side of your life made easy.

Ease is the key. With *On Balance*, there's no need to go to night school in accounting, or in computer science. Sit down, boot the program, and you can start entering your data within minutes. Set up your different budget categories the way you want them—and change them

## Power is the Password

### FINANCIAL INDEPENDENCE™

For IBM users with a high finance focus, we're pleased to offer *Financial Independence*, a package marketed originally by one of the country's foremost investment

specialists, Charles Schwab and Co.

Designed for the IBM PC/XT/AT and 100% compatibles with memory capabilities of at least 256K,

*Continued on page 6*



# Print Shop Catches a Stiff Breeze

*The Print Shop* generates the world's longest banner.

Here's a recipe for confusion:

Take four hundred and fifty students and their teachers, a generous sprinkling of Apple IIe's, combine with Brøderbund's *Print Shop* program to generate a banner nearly two miles long, and mix with a sunny, wind-swept day in Laguna Beach California.

Yield: "Pretty much of a godawful mess," laughs Wick Lobo of Thurston Middle School, the coordinator of this student-manned project. "We managed to get about a

third of the banner stretched out in back of the school, but then the winds started and things began to get a little disorganized."

The banner was generated to promote the "Partners in Education" project that the school had entered into with Great American First Savings Bank, and was purported to be the longest such banner in existence. "We're still talking with *The Guinness Book of World Records*," reports Lobo, "But they say that there isn't any category for



the longest computer-generated banner. The way we figure it, it's time to open up a new category."

In an effort to gain publicity for their project (which offers students a helping hand in identifying their career goals), the students of Thurston tried last May to

stretch the laminated banner to its full length outside their school.

Despite its recent defeat at the hands of the wind that day, however, the banner has even greater plans in store for it. "We plan to send a copy to President Reagan," says Lobo, "To give him an idea of the size of this Partner in Educations Project, and to see if we can enlist his support."

Lobo also plans to stretch the banner out again, though this time in a more protected place. And if this recent project is any indication, it looks as if the students at Thurston Middle School will have *The Print Shop* working overtime again in the near future.

## "The Classroom of Today"

Reasons for hope and room for improvement

To learn more about the future of computers in education, we spoke with David Thornberg, a reviewer for *A + Magazine* and a well-known expert on the creative uses of technology in the classroom.

"Kids believe in magic," David says, "And I love to see software that plays on that belief." When we mentioned our Explorations line and its growing popularity in schools, David replied, "With students, you have a fresh perspective, so you can create products that truly tap their imaginations. The whole idea of Brøderbund's Explorations packages seems focussed on that objective."

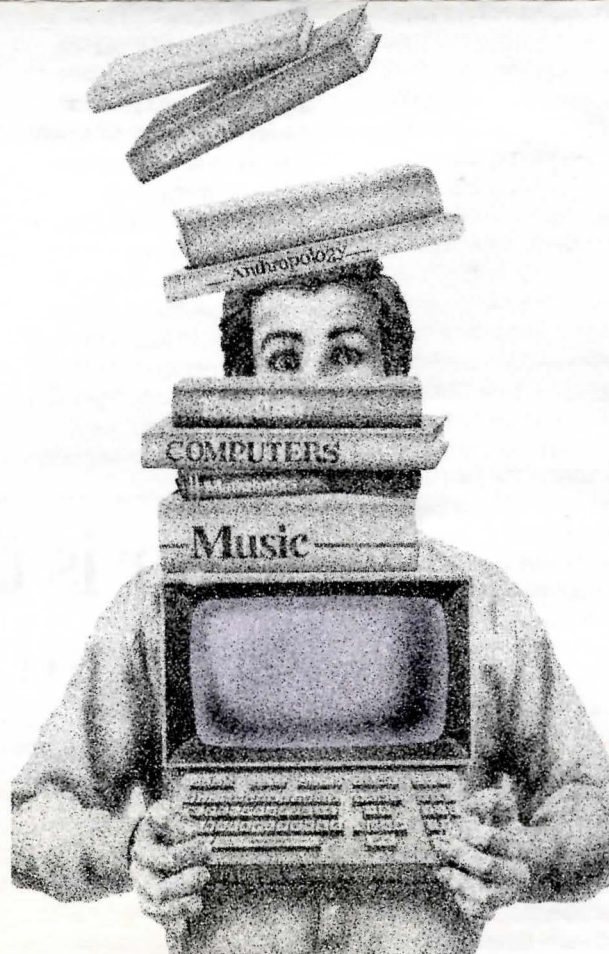
But in considering the friendly interface that children require, David stresses the effort it takes to produce a successful product, citing Brøderbund's *Geometry* as an example: "The people at Sensei created an absolutely

outstanding product there," he asserts, "But they had to sweat blood to do it."

When we mentioned our

dedication to friendly and approachable programs, David picked up quickly on the point and tied it to our popularity in schools. "Take a look at *The Print Shop* for example," he says. "There's a product that places all sorts of opportunities at the students disposal, and it does so in a manner that's intuitively easy to understand."

"We need," he continues "to acknowledge the importance of computer technology as a teaching tool. We also need the hardware to take full advantage of the software development that's at our fingertips. I mean, why can't we have a nation full of Leonardos? After all, the Renaissance wasn't just a period of history — it was a state of mind, a kind of attitude. We have that kind of hope and possibility open to us anytime we want to explore it. And I see educational software (like Brøderbund's) — used in the school and in the home — as one of the most important tools we can use to reach those possibilities."





# The Best Keeps Getting Better

Good news travels fast.

Last July, IBM users got wind of our upgrade of *Bank Street Writer*, and now Apple 128K users can get their enhanced version of the program too, which has just become more sophisticated—without sacrificing its well-known ease of use.

From the beginning, *Bank Street Writer* was designed to meet the word processing needs of children and adults alike. The newly enhanced version, known as *Bank Street Writer Plus*, expands on this versatility by including a 60,000 word spelling corrector and an on-line thesaurus to aid you in the process of composition. Developed by educators, tested by schoolchildren, and popular with users of all ages and interests, *Bank Street Writer Plus* offers even more features than the original program.

To meet the growing sophistication of our adult users, *Bank Street Writer Plus* now allows you to create your own commands at the push of a button. Following simple instructions on screen, you can create up to twenty personalized commands to skip over often-used menus and prompts, or you can set up function keys to make your own multi-step commands, known as macros.

*Bank Street Writer Plus* is now a viable tool for users with extensive demands and a relative inexperience with computers. Businesses can employ the program with their temporary help to get them working efficiently, and college students intent on producing papers quickly can do so without wasting



A new thesaurus provides anagrams, synonyms and wildcard searches to help you find the perfect word for your writing needs.

their valuable time.

Jeannine Cook, Product Development Group Manager, explains the philosophy behind this new upgrade. "The developers at Bank Street College of Education have made the program very sophisticated. But they've

also maintained its approachability and friendliness, so that everyone in the family can take advantage of its added power." As in the past, this new version of *Bank Street Writer* is sure to be a hit in the home, the office, and in schools.

*Bank Street Writer Plus* is available for the Apple 128K IIe, IIc and IIGs at a list price of \$79.95, and may be purchased either from dealers or directly from Brøderbund using the order form on page seven of this newsletter.

## A CHANCE TO GET YOUR UPGRADE FREE!

Who said talk is cheap?

Here at Brøderbund we know that word of mouth is the best kind of advertising, so we encourage current *Bank Street Writer* owners to spread the news about the new version of the program. Whether you're working on an IBM or an Apple, your persuasive powers could land you your copy of *Bank Street Writer Plus* at a substantial savings.

Here's how it works:

- Send us your copy of the program/tutorial disk with a check for \$30.00 and we'll send you the enhancement package complete with the program and dictionary disks, a revised user's manual and a quick-start card, or
- Sell one of your friends on *Bank Street Writer Plus*,

and then make sure to include the proof of purchase tab from his or her program (located on the warranty page in the back of the manual) when you send us your old disk, and you'll spend only \$15.00 on your upgrade, or

➤ Sell two friends on *Bank Street Writer Plus* and include both proof of purchase tabs with your old disk, and we'll send you your upgrade absolutely free!

Whichever method you choose to obtain your upgrade of *Bank Street Writer*, just fill out this special order form with the appropriate information (making sure to specify the disk size that your hardware requires), and send it to Brøderbund Software-Direct (address on page eight).

## YES! I'D LIKE TO UPGRADE MY BANK STREET WRITER

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Daytime Phone: \_\_\_\_\_

Please Specify:

IBM  Apple 5.25" Disk  Apple 3.5" Disk

Enclosed is my BSW program/tutorial disk and \$30.00.

Enclosed is my BSW disk, a proof of purchase tab from my friend's copy of the program, and \$15.00.

Enclosed is my BSW disk, and two proof of purchase tabs for my free upgrade.

Mastercard  AmEx  Visa

Money Order/Personal Check

Account number (card no.) \_\_\_\_\_

(Exp. date) \_\_\_\_\_

Signature (for credit card orders) \_\_\_\_\_





ONE GOOD THING LEADS TO ANOTHER

news

# Introducing Our New Order Form

While Brøderbund products are available at retailers nationwide, you may occasionally have difficulty purchasing a specific title at your local software store.

As a solution to this problem, we offer the option of direct order, using the order form on the opposite page. While the form contains only a small portion of our available packages, it should give an idea of the range and the popularity of our product line.

To place your order, just

follow the instructions included on the next page. Remember to include the product number of the package that you're ordering, and be sure to read any of the notes that we've included — without exception they include essential information on the packages that we have listed.

**1. Ancient Art of War™** Match wits, strategy — and yes, courage — with some of history's greatest military minds.

**2. Bank Street Writer Plus™** One of the best selling word

processing programs in the country just got better. See our story on page 5 for more information.

**3. Financial Independence™** The comprehensive financial management program designed to meet even the most sophisticated requirements. Check our description on page 3 for more details.

**4. Karateka™** Prepare for adventure as a young karate master who must save his beloved princess from the evil warlord, Akuma.

**5. On Balance™** The easiest way to manage the money side of life. See our story on page 3 to learn more about this latest addition to Brøderbund's home productivity line.

**6. The Print Shop Graphics Library™: Holiday Edition.**

Use a wide variety of fonts, borders, graphics and full-panel designs, in creating your own holiday cards, banners or signs with *The Print Shop*. Twenty seven holidays are included.

**7. Science ToolKit Master Module™** Turn your computer into an experimental science lab with *Science Toolkit's* on-screen instru-

ments, including a thermometer, light meter and strip-chart recorder. The school edition includes a teacher's guide and backup disk to facilitate classroom use.

**8. The Toy Shop™** Create twenty marvelous mechanical models that really work. Choose a project from the on-screen menu, customize it and print. From there, use your scissors and the supplies included in the package to construct your model from the ground up.

**9. Type!™** The first software package to take full advantage of extensive research on how people learn to type. *Type!* makes the process of learning productive and enjoyable as well.

**10. Where in the World is Carmen Sandiego?™** In this award-winning adventure, you'll explore the great cities of the world, pursuing notorious thieves. The package includes a copy of *The World Almanac*® for uncovering vital clues.

## Power

*Continued from page 3*

*Financial Independence* will provide you with a detailed overview of your financial positioning. James Buttonwood of *PC World* describes the program: "This Schwab knapsack is brimming with tools for personal budgeting, tax planning and evaluation of alternative investments."

### FOUR MODULES

The heart of the program lies in its four module structure, containing a Budget Manager, Stock Manager, Tax Estimator and Goal Analyzer. The Budget Manager will help you to organize your financial data, and then derive projections and reports from the information base that you've created.

In working with the program's Stock Manager, you'll find yourself with an invaluable tool—the Compuserve® Connection. This software link with Compuserve's

Executive Information Service provides you with access to stock volumes and price histories, so that you can make informed improvements in your investment portfolio.

The Tax Estimator, meanwhile, enables you to predict at any point in the year just what kind of chunk the IRS is going to take out of your income.

Finally, *Financial Independence's* Goal Analyzer module can help you to assess the risks and benefits of your financial moves in the light of future objectives, such as your children's education. As Buttonwood says, "Goal Analyzer illustrates some of the most demanding decisions people make."

Priced at \$149.95, *Financial Independence* is arguably the best value for the dollar in the marketplace for advanced financial management software. If you're financial profile is high and rising, *Financial Independence* may be just the assistant you're looking for.

The best value for the dollar in the marketplace for advanced financial management software.

## SOFTWARE GIVEAWAY

# A Chance to Win FREE SOFTWARE

The winners just keep rolling in for our monthly Software Giveaway Drawing.

To enter, all you have to do is complete the questionnaire card included in each Brøderbund package. Or, you can write to us directly here at *Brøderbund News* and request a card.

Each month, we select a winner at random from our pool of completed cards, so be sure to mail your entry in soon.

The October winner was Mrs. Irene Nance of Pueblo, Colorado, who selected *Where in the USA is Carmen Sandiego?*™

November's winner was Mr. John Gallo of Holden, West Virginia, who chose *Dazzle Draw* for his brand new Apple IIGs.

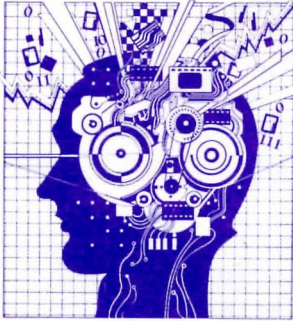
December's winner was Rev. Craig Sweet of Decatur, Illinois who chose *The Print Shop Companion*.







# Helpful Hints



**1. When I use Bank Street Writer on my Apple IIc, an arrow drops down the screen and the program locks up. This worries me; do I have a defective disk?**

Not at all. More likely, your IIc is one of a small number that has overly sensitive mouse ports, which can cause BSW to get a bit confused: it thinks it's getting input from a mouse even though you may not have a mouse hooked up.

To prevent this confusion, go into your utility program, and choose #1. CHANGE SETUP ITEMS. Then, select V. OPTIONAL USE OF MOUSE, and press N for no. This procedure will cause the program to ignore the mouse port altogether and solve the problem you're having. Be sure to save the change to your program disk.

**2. I have a problem with the Ribbon font from The Print Shop Graphics Library Holiday Edition. When I**

**press the key for the ornament character, the program prints the blank character instead. Why does this happen?**

Unfortunately, there is a typographical error in the original documentation for the *Graphics Library Holiday Edition*. It's a simple case of reversal; where the documentation tells you to press "<" or ">" for the blank character, and "(" or ")" for the ornament, you should do the exact opposite. When you want the ornament, use your less-than or greater-than keys, and if you want a blank character use your parenthesis keys. We apologize for the mistake, and have corrected it in subsequent printings of the documentation for the program.



## NEED TO REACH US?

Here's How...

For answers and assistance regarding the operation of our programs, call Technical Support at (415) 479-1170.

If you want to order a new program or update, or if you're looking for more information about the products in our catalogue and on our order form, write to

**3. Why can't I make a backup copy of my new Apple color Print Shop following the instructions in the program's manual?**

The backup utility was taken out of the program to make room for the Save, Preview and Color Enhancements. To receive your backup copy, just send in a check or money order for \$10.00, along with the coupon on *The Print Shop* enhancements sheet that you'll find enclosed with the program.

**4. When I'm working with my new color Print Shop I try to get a graphic from another disk, using the FROM OTHER DISK menu selection, and the program tells me that there are no graphics on the disk even though my Graphics Library is in the drive. I know the Graphics Library works with the color Print Shop, so what's my problem?**

Just a slight misun-

derstanding. The FROM OTHER DISK option is a new feature in the program that allows you to retrieve finished designs from another disk — not graphics alone. When you want to retrieve a graphic from your library, you'll need to move to the MAKE A CHOICE screen, immediately after the MAIN MENU. From there, you'll need to select DESIGN YOUR OWN, rather than FROM OTHER DISK. From there you'll see a CHOOSE A BORDER menu, and then a CHOOSE A GRAPHIC menu. At this point you can retrieve the graphic you want from the library disk, as you've been trying to do.

## BE A WINNER II CONTEST!

*II Computing Magazine* is giving away an Apple IIgs system, complete with all the home creativity software you'll need — including Brøderbund's *The Print Shop*. The contest runs from February 1 through May 25, 1987 — winners will be announced at the Consumer Electronics Show in Chicago, in June 1987. Second and third prizes too! Get the Feb/March issue of *II Computing* for all the details.

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Brøderbund News  
P.O. Box 12947  
San Rafael  
California 94913-2947

00280715  
JIM P  
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MEADOW BROOK, PA 19046

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