

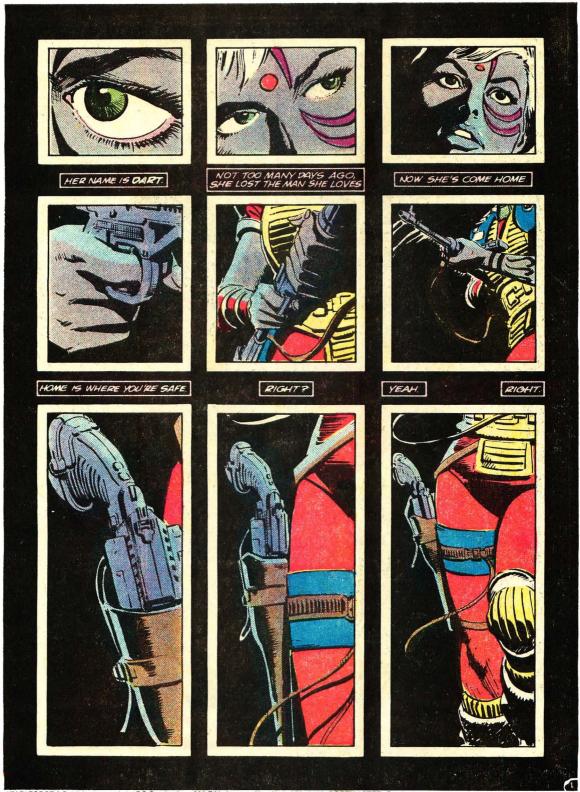
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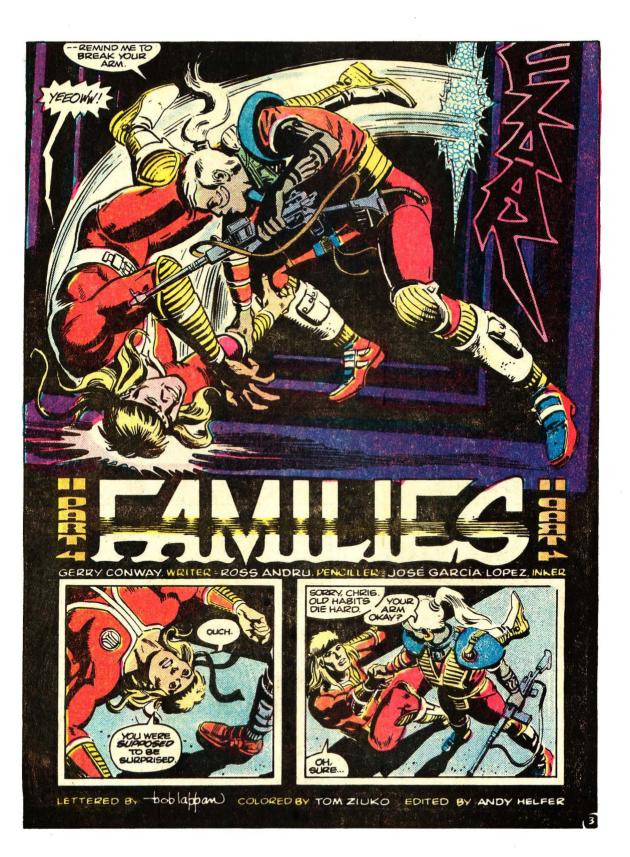
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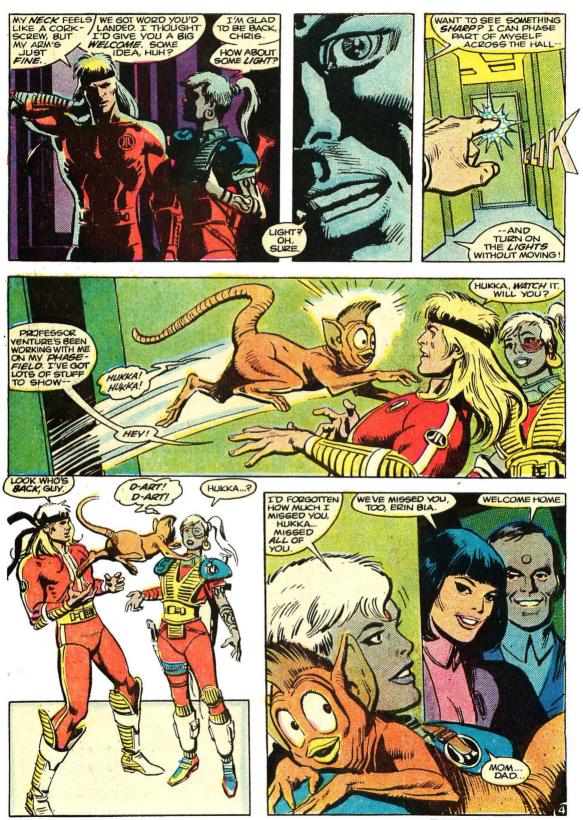
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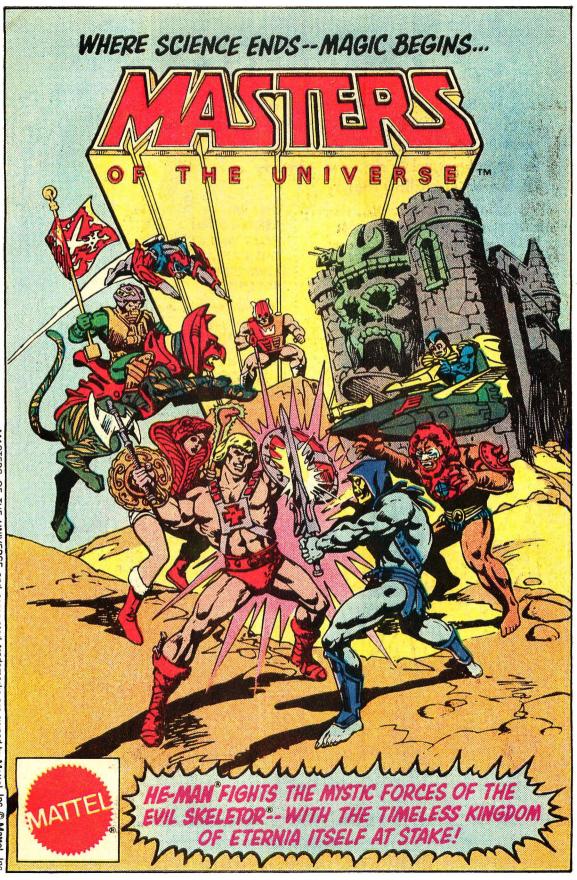
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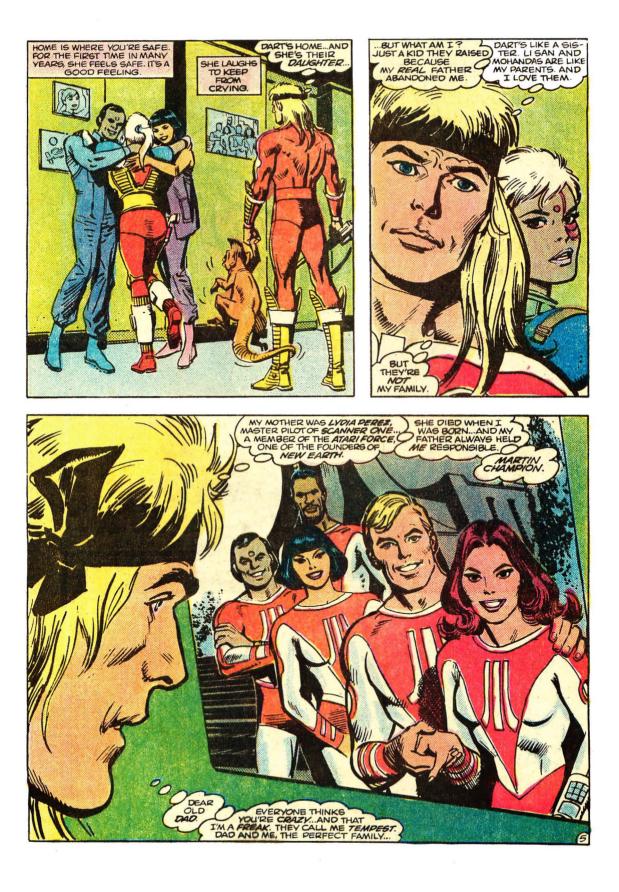


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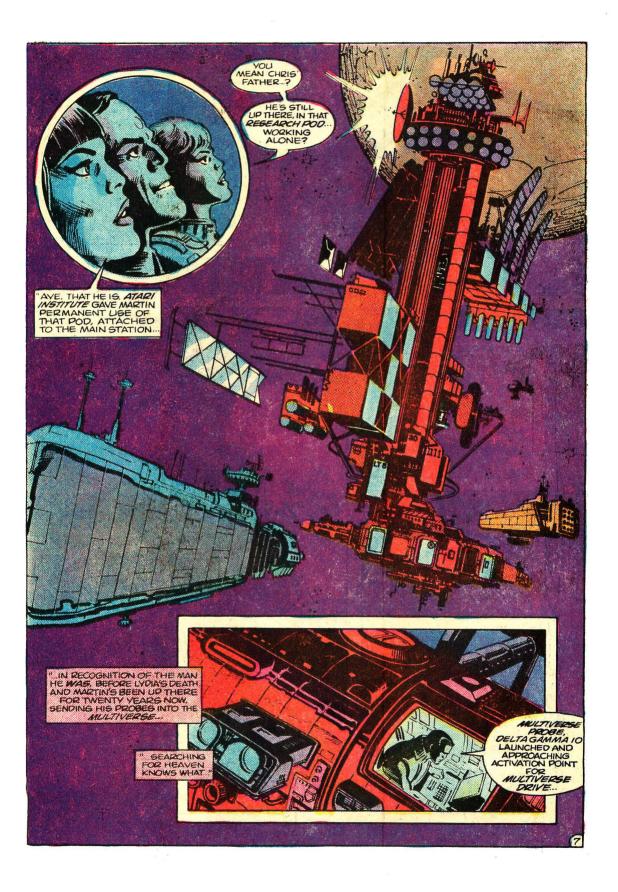


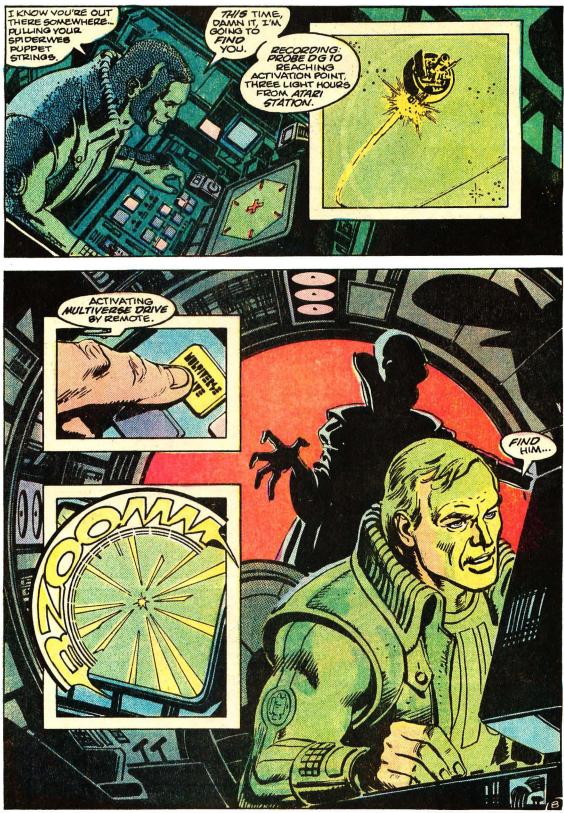
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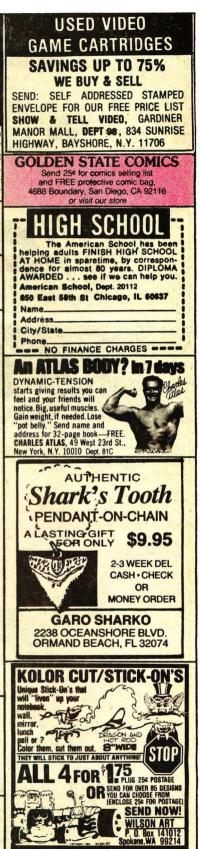
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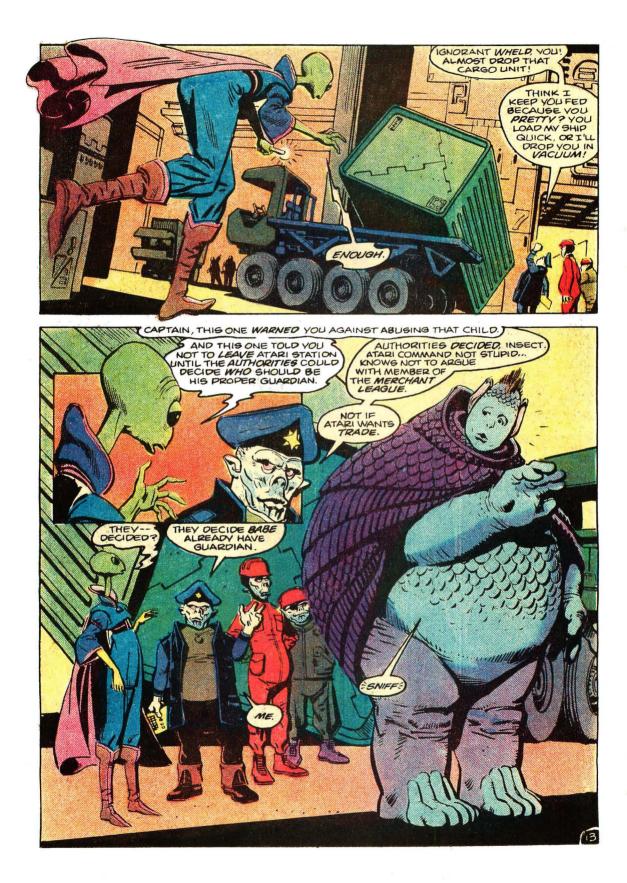






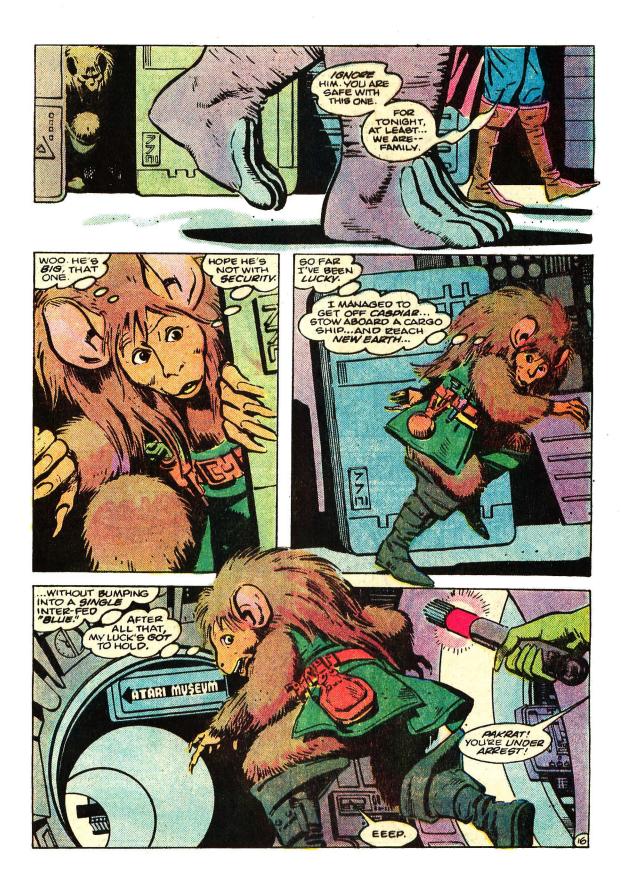


















"The way of the trailblazer is often strewn with rock and thorny bushes." (Ancient Sicilian folk saying)

Blazing new trails can be an exhilarating adventure, but even the most cautious adventurer may find himself bruised and bleeding at journey's end. Such thoughts never entered our minds when we embarked on our oft-heralded DC talent search two years ago. Armed with the advice of my forebears and a confidence born of having spent some time in my 30-odd year career trying to develop new talent on a small scale, I ventured forth into the countryside determined to find the raw talent that would be tomorrow's creative force in the comic book industry.

Our search was successful, I'm glad we did it, but I gotta tell you...I was in ne way prepared for the events that brought us to where we are now and if I had it to do over again, I'd need to find a new source of time and energy. It's been fun but it's been tough!

In 1981, I found myself in a decision-making capacity at DC Comics. It became clear to me that if DC (and the rest of the comic publishers, for that matter) was to continue publishing new material for an expanding market, we would have to find a way to enlarge the talent pool to accommodate the growth of new kinds of comics and new ideas, characters, and titles. Some very talented people had left comics for greener pastures. Others started doing less work in order to do it better to meet the demands of the rapidly emerging direct sale market. Still others left the industry because they could not meet those demands. And the influx of new talent wasn't sufficient to meet current schedule requirements, much less future ones.

So we embarked on our Talent Search...amid scoffing from some quarters and a watchful eye from all. (It's significant to note that most of the scoffers have since announced some form of talent search themselves!)

On the convention trail during 1982, I looked at portfolios and read script submissions till my eyes bled...or felt like they did. Back at the office, mail submissions piled up at an alarming rate. Two things became quickly evident: 1) the talent was out there...in goodly numbers. 2) I couldn't handle the volume of work my other duties demanded and still conduct the talent search. What to do? We decided that a position should be created and a person hired to devote all his attention to the task of identifying, locating, and training new talent. The position: Talent Coordinator. And to fill it, old friend Sal Amendola. Sal was uniquely qualified for the job, having worked in every aspect of comic production and having spent a considerable amount of time in recent years teaching at The School of Visual Arts in New York City and Joe Kubert's School of Cartoon Art in Dover, New Jersey. When we announced Sal's arrival on the scene, mail submissions seemed to double, and during the 1983 convention swing we noticed that in addition to looking at many new portfolios, we found ourselves looking at updated portfolios of people whose work we had looked at in 1982. They came back again to show us that they had improved.

Fair questions: What has this all accomplished and where do we go from here? Quite a bit and as far as we can, sez I.

1) The New Talent Showcase title was created to provide a vehicle to showcase the talents of some we feel are ready to our comic readers. A new, expanded version of this book will begin publication sometime in 1984.

2) Most, if not all, of the new names you'll find in the credits of DC Comics are products of the new talent program. We expect to add more new names.

3) Sal relentlessly prods our less adventuresome editors to take a chance with one of the artists or writers on his "ready" list (which we intend to turn into an actual catalogue). This list is comprised of people we feel need professional experience and feedback to take the next step in their development. This list adds considerably to our available talent pool. 4) Some of the writers and artists presented in the aforementioned New Talent Showcase turned pro before their new talent work was published (delays in scheduling were caused by a series of editorial assignment shifts) and often their pro assignments came from other publishers. I'm not always happy with that happening, but fair is fair...and it **dees expand** the industry Otalent pool. It'll all shake out in the end.

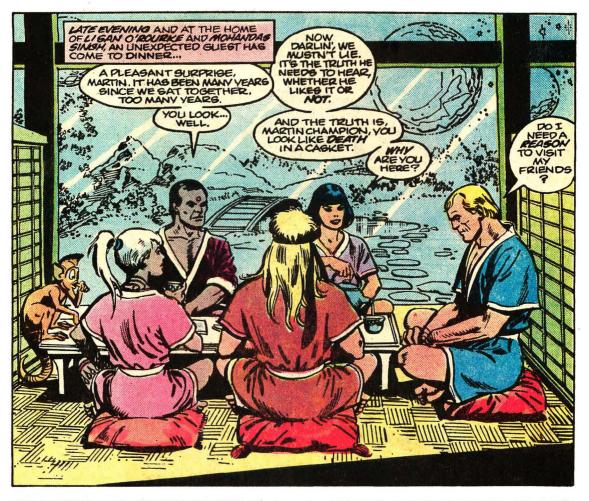
Ah, the future! We are now requesting that mail submissions cease. We will not conduct talent searches at conventions in 1984. This is not because the new talent program is ended but because we must take the next step to bring the program to fruition. We call it phase II. To wit: All work that has been submitted to us will be returned with some evaluation or response. In some cases we will request updated samples for our in-house catalogue. Others will be informed that they are one of the fifty or so who we feel show the most promise. These fifty or so will be invited to attend seminars conducted by Sal Amendola and/or myself and others during the summer of 1984. The sites of these seminars will be determined by the demographics of the people chosen. Wherever possible, the seminars will be conducted in conjunction with or adjunct to comic conventions. Chicago and San Diego look like good bets. We are now making up that list and those on it will be informed before summer. Please don't call us...we'll call (or write) you with all the pertinent details as soon as they are determined. For those of you not on that list. DC Comics is currently preparing a sort of "How To book that may be helpful in improving your skills and providing the kind of information our talks with some of you have indicated would be most helpful. Sal Amendola and Nick Cuti will co-edit this book and more details will follow.

To all who submitted samples or came to talk to us at conventions, thanks for letting us look at your material. We know how much courage that often takes. We enjoyed talking with you and look forward to doing so again. We apologize to those who had to wait long periods of time for a response from us to their submissions. We did not anticipate the volume of submissions that were made and we were, and are, clearly understaffed. Moving our offices in November of 1982 didn't help either. Anyway, thanks a bunch for your participation, cooperation, and understanding when glichs developed. I appreciate.

And by the way, I made up that "ancient Sicilian folk saying" at the beginning of this column. It just seemed like a better way to start than "About our talent search..."

Thank you and good afternoon...

Dick







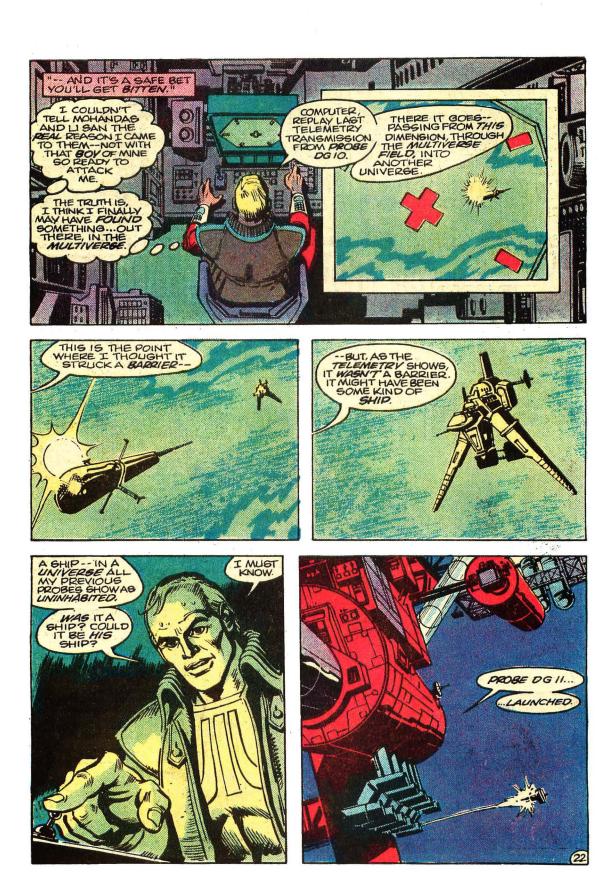


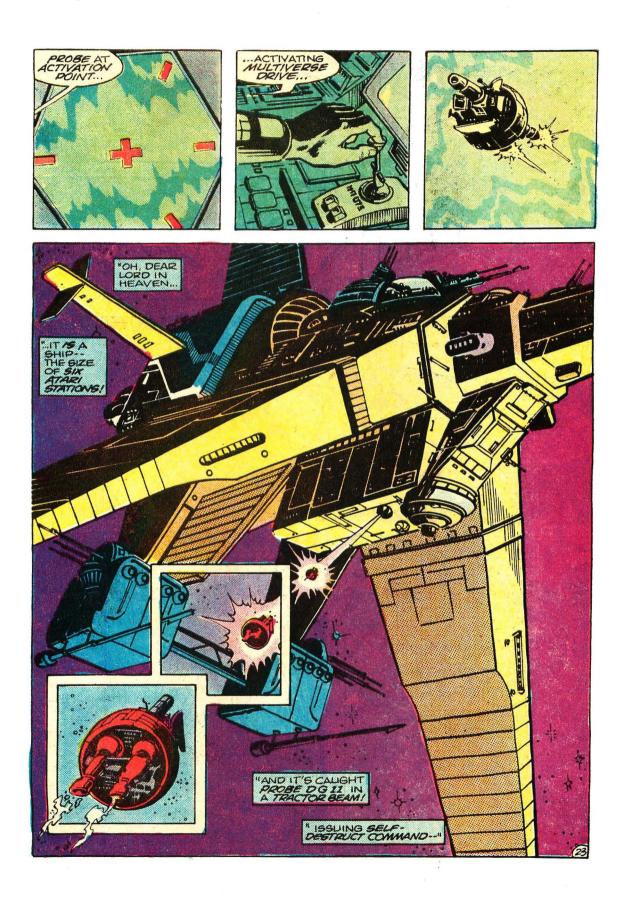




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BLOW, DAMN YOU!

RE





A cassette recording of the following conversation was recently discovered beneath a half-eaten corned beef sandwich in neophyte editor Andy Helfer's office. Because Mr. Helfer has not been seen or heard from since the release of ATARI FORCE #2, we have transcribed said conversation to offer a possible explanation for his sudden disappearance. Besides, I've got a letter column to fill. Come home, Andy. All is forgiven.

> —Tom Condon Managing Editor

"Hello?"

"Hi, Gerry, this is Andy."

"I'm not in right now, but if you want to leave a message---"

"C'mon, Gerry, Iknow that's you-the phony answering machine bit doesn't work with me anymore, okay?"

"Juussst kidding, Andy. What's up?" "Well, Gerry, I think we have a problem."

"What's wrong?"

"You see the second issue of ATARI FORCE yet, Gerry?"

"Yeah, sure. So?"

"There are, shall we say, a few mistakes in it."

"You mean the transposed columns on my little intro essay—the one where you've got to read three quarters of column three before reading most of the second column or it makes no sense at all?"

"WHAT??! Hang on a second, Gerry. Let me grab a copy." (Scuffling background noises as Helfer overturns his cluttered office desk in search of an unsoiled copy of ATARI FORCE #2) "Okay, Gerry, I've got it in front of me flipping through it—here's the lettercol now—first column looks okay—second is—HOLY (expletive deleted)!! How'd that happen??!" "Search me, Andy. You're the editor. But maybe if you keep real quiet about it, no one will notice. It still makes sense if you're a tad dyslexic!"

"Well, okay—I'll take your advice on that one. But there are still a few other mistakes—"

"Others? What are you talking about-"

"Well, Gerry, let me ask you a question. How many feet in a meter?" "Three, I guess. Right?"

"Nope. 39.37 inches, to be precise. I just looked it up in the dictionary. But I didn't need to. I've got a fistful of letters telling me that already. Next question: How many pounds in a kilo?"

"Two-that's easy!"

"Easy, maybe; but correct--"

"No, huh?"

"2.2046 pounds. Most of the letters mention that, too."

"Bunch of know-it-alls!"

"Maybe, Ger...but they're right. But even a mistake in conversion doesn't explain it! According to our fact file statistics, Pakrat is almost 7 feet tall—I'll need a calculator to figure out how much he weighs! I've got a sneaking suspicion they're all a little—oversized, straight through to the fact file pages in issue #3. And when that one comes out—"

"Not looking forward to it, are you, Andy?"

"Exactly. But I think I've got a solution. We'll just say the measurements were computed in 'New Earth Metric'—or something like that—"

"Forget it, Andy. I've been in comics long enough to know they'll *never* buy that one. Nice try, though."

"Well, then, what do you suggest?"

"Ah, well, if it's levelheaded advice you're after, you've come to the right placel First, ask Jose what the correct measurements are in metric—he's from DC Comics Inc. 666 Fifth Avenue New York, NY 10103

Jenette Kahn, President and Publisher Dick Giordano, Vice Pres.-Executive Editor Andrew Meifer, Editor Tom Condon, Managing Editor Pat Bastienne, Editorial Coordinator Bob Rozakis, Production Manager Joe Orlando, Vice Pres.-Editorial Director Paul Levitz, Vice Pres.-Operations Bruce Bristow, Marketing Director Arthur, Gutowitz, Treasurer

Argentina and grew up with metrics, so he should know. Besides, he's been drawing the characters long enough to know how tall they are, right?"

"Good point. Go on."

"Then take the revised measurements and reset the type—correctly this time. Put all the info in boxes the same size that they originally appeared, and run them on issue number four's letters page. Just tell the readers to cut 'em out and paste the new boxes over the old ones."

"But, Gerry, if they don't want to cut up the book, they'll have to buy two copies and---"

"My, my—you're a sharp one, Andy. But seriously, no one will actually cut the boxes out—it's just something to set the record straight."

"I guess that'll work, Gerry. But just the same, I think I should be making myself kind of scarce for the next few weeks—these nasty letters are driving me crazy! I'll ask Rozakis to get production on it right away. Then I think I'll go on vacation till the wind dies down a bit. Any suggestions?"

"I hear Antarctica's nice this time of year."

- "Thanks, Ger."
- "Don't mention it."
- CLIK.

With luck, the regularly scheduled column will reappear in the near future—if Andy ever returns and goes through his letters! And next issue you can expect more strange stuff as the ATARI FORCE dives into the Multiverse after the Dark Destroyer—after stealing Scanner One! And if that's not enough, wait till you see what's on board to greet them! All coming in a mere 30 days—hope you can wait!

-TOM CONDON







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