

cereal:geek[©]

animation of the eighties



issue twelve
fourth quarter 2012

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editorial

Hot on the heels of issue eleven of **cereal:geek** comes issue twelve. If this were a regular lavishly-funded magazine the first twelve issues would've probably appeared within a year. However, in the land of **cereal:geek**, it doesn't quite work like that!

I want to take this opportunity to thank you. Yes, YOU, the individual that is holding this issue in your hands. Thank you for believing in the magazine and (hopefully) supporting it since its inception.

Okay, so this issue covers the theme of **merchandising**. It would be fair to say that this theme is long overdue, given that pretty much every single cartoon of the eighties had a strong merchandising connection, and in most cases the shows themselves were based on a toylines! In this issue we tackle some of the biggest merchandising giants of the eighties, with *Masters of the Universe*, *She-Ra: Princess of Power*, *ThunderCats*, and *The Transformers*, all receiving in-depth coverage. The articles cover the start of each toylines, their meteoric rise to fame, their eventual demise, and what the future holds in store for them.

In a way, this issue is very special to me, given that I was such a huge fan of both *Masters of the Universe* and *The Transformers* during the eighties!

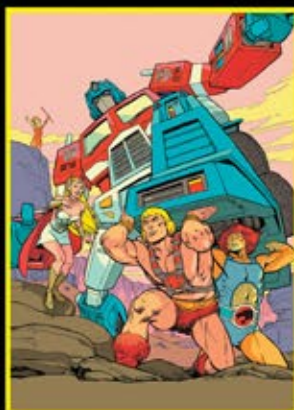
Originally this issue was also going to feature an article about *G.I. Joe's* transition to the UK as *Action Force*, but there was just not enough room. With that in mind, it's safe to assume that this theme will be covered once again in a future **cereal:geek**, given that this issue makes no mention of *G.I. Joe* or *Teenage Mutant Ninja Turtles*, another two huge merchandising giants!

As you read this I'm probably off drumming up support for issues thirteen and fourteen. Because, once those two issues are printed, there's only two more to go (within this collective batch of eight issues)! And believe it or not, at that point, **cereal:geek** will have caught up with the actual year in which the magazines are published!

As I said in the last editorial, my current target is to get the remaining four issues published before the end of 2014. And then I'd love to think that issues seventeen, eighteen, nineteen, and twenty will follow in 2015. That may be too big an objective, but if you've read any of these editorials then you should be aware that I do have a tendency to dream big! Or at least "big" in the sense of independent magazine publication...

I'll catch you in issue thirteen (unlucky for some) of **cereal:geek**!

James "Busta Toons" Eatock



The cover of **cereal:geek** issue twelve was illustrated by Adam Moore.

Printed by: UAB BALTO print
www.baltoprint.com - +370-650-37677
with thanks to:

David Monid for not only contributing to **cereal:geek**, but also for supporting and promoting this magazine and ALL my other projects!

If you have any **comments**, or if you would like to **contribute** the next issue please send an email to:
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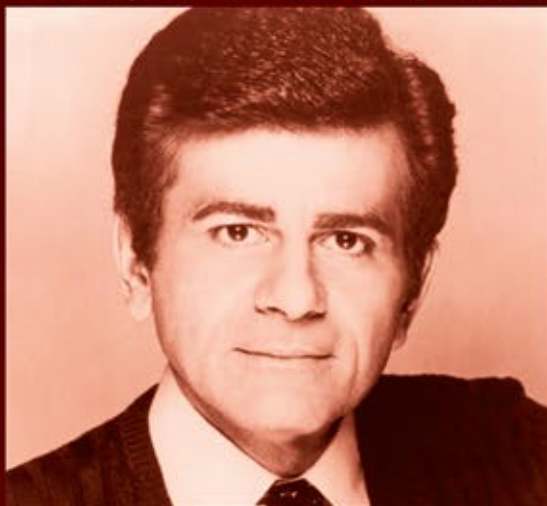
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VOICE ACTOR SPOTLIGHT

CASEY KASEM



Only a few voice actors can truly be said to be actual legends in their industry, but among those few has to stand the incomparable Casey Kasem.

Born in Detroit and of Lebanese descent, Casey's professional career began on radio in the fifties, where he was an announcer on the Armed Forces Radio Korea Network. Once back in the U.S., he developed his patented DJ radio persona in the early sixties, working for a variety of radio stations across the country. While continuing his work on radio, his DJ expertise led to Casey hosting *Shesbang*, a daily television dance show that aired in Los Angeles. It was following this that Casey also began to move into voice acting, and in 1968 Casey was cast in the first of two roles for which he would become well-known for. This first role was as no less than Robin, the Boy Wonder, in Filmation's *The Adventures of Batman*, which was produced upon the cancellation of the Adam West live-action *Batman* series. Casey's success as Robin in the series was such that several years later, when Hanna-Barbera created their long-running *Super Friends* series, Casey was retained as the voice of Robin, in the event playing the character for an impressive seventeen years.

Following his initial casting in *Batman*, roles in other animated shows quickly followed over the next year, including parts in *Cattanooga Cats* and *Hot Wheels*. But it was in Hanna-Barbera's *Scooby-Doo, Where Are You!* that Casey was firmly cemented as a legend in television animation when he was cast as Scooby's faithful human friend Shaggy. Ironically, Casey had originally intended to audition as the gang's unofficial leader Fred, but his voice was found to be a perfect match for the hippy-esque character of Shaggy, and the character easily became Casey's best-known and signature role in animation. Casey would continue to play Shaggy almost consecutively over the next twenty-two years.

At the start of the seventies, Casey's work on radio had graduated to hosting the famous weekly *American Top 40* program, which he would host on-and-off until 2004.

Meanwhile, his television animation work continued with roles in several other shows in addition to his work on *Scooby-Doo* and *Super Friends*. These included parts in *Josie and the Pussycats*, *Wait Till Your Father Gets Home*, *Emergency +4*, and *What's New, Mr. Magoo?*

In 1978, Casey was cast as the lead character in an unprecedented localization of the Japanese action anime series *Gatchaman*. Renamed and re-edited into *Battle of the Planets*, Casey brought a new side to his animation performances as Mark, the straight-laced leader of the G-Force team.

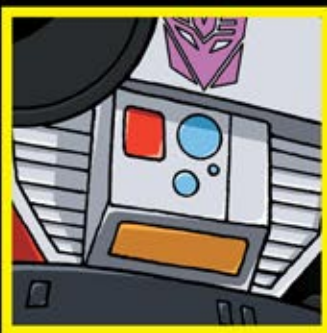
Casey's performances in more dramatic fare such as *Battle of the Planets* and *Super Friends*, eventually led to his being cast in *Transformers* in 1984. Like many of his fellow cast members, he also participated in *Transformers: The Movie*, but it would sadly prove to be one of his last performances in the franchise. This was due to one of the post-movie episodes, "Thief in the Night", being set in a very stereotypical Middle Eastern country, complete with stereotypical human adversaries. After lodging an ill-fated complaint that there were no positive Middle Eastern characters whatsoever in the episode, Casey stuck to his principles and walked off the series.

While his animation work began to lessen following the cancellation of the last regular *Scooby-Doo* series, *A Pup Named Scooby-Doo*, in 1991, Casey did continue to occasionally voice Shaggy in TV spots. One such commercial in the nineties was for Burger King, which was anathema for the strict vegetarian, and so he finally relinquished his most famous voice acting role in protest.

Although the *Scooby-Doo* franchise would experience a renaissance beginning in 1998, with the release of the critically acclaimed *Scooby-Doo on Zombie Island*, it would not be until four years later that Casey finally returned to voice Shaggy once again in the *What's New Scooby-Doo?* television series - albeit with the strict condition that despite the character's infamous voracious appetite, that Shaggy was depicted as a vegetarian, just like his iconic voice actor.

As the new millennium progressed Casey began to lessen his workload, with his retirement from *American Top 40*. The *What's New Scooby-Doo?* television series was supplanted by the release of several further direct-to-video *Scooby-Doo* movies, all of which similarly featured Casey as Shaggy. In 2006 however, *Shaggy & Scooby-Doo: Get a Clue!* became the first *Scooby-Doo* television series to air that did not have Casey portraying Shaggy; instead he was cast as Shaggy's Uncle Albert. Casey would ultimately only play Shaggy a few more times until 2009, before finally retiring from the character, and officially from voice acting, his voice having audibly aged out of the immortal teen hispter range.

Never one to completely call it quits however, despite his official retirement, Casey continues to act in *Scooby-Doo* productions, as Shaggy's father Colton in the highly praised *Scooby-Doo! Mystery Incorporated* series, such is his dedication to his most famous role.



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