

May 1988  
Premiere Issue

# Pipeline

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## To Be, or Not to Be Beauty and the Beast

### Next Season?

A hand-out was circulated at a recent east coast science fiction convention that read: "Followers of Beauty and the Beast:

Rumors are abounding that, because of high production costs and slipping ratings, this show might be cancelled." It went on to become a personal plea by a concerned viewer hoping to alert others to write letters in support of the show.

Letting the powers-that-be know that Neilsen has overlooked you is never a bad idea, but is there a real danger that B&B will not return next Fall?

As of March, Associated Press ran reports in local papers foretelling CBS's "first third-place (season) finish in 35 years..." But that, "...Of its shows that are new this season, CBS can count only Friday night's "Beauty and the Beast" as a ratings success." According to the April 6th Variety, B&B came in 51st overall and "...has won its time period most of the season, (until ABC-TV moved 'Perfect Strangers' to the Friday at 8 timeslot) and has posted good enough numbers to warrant a renewal..."

With episodes that cost over an estimated \$1 million each, B&B is a tribute to its producers' foresight and financial fortitude. The gamble is clear. In the New York Times article "Is Prime Time Ready for Fable?" writer Steve Oney observed (as of Sept. 20 '87) "that the licensing fee paid by the network to the producers for the use of the show falls far short of that (\$1 mil.) figure. In other words, the series has compiled a substantial deficit before

the first show has even aired. Like the producers of many other programs, the men behind 'Beauty and the Beast' hope to recoup their investment with syndication sales."

A segment on "Entertainment Tonight" that aired April 20th observed that total network viewership was down with CBS suffering the worst losses. CBS-Vice President in Charge of Marketing, David Poltrack, characterized it with three words: Uncertainty — as to whether the new 'People Meters' are really a true indicator. Experimentation — evidenced by the network's "programming of 3 hours of prime time news programs and the placement of some new shows, such as 'Beauty and the Beast' and 'Frank's Place' airing in the 8 o'clock family hour." Frustration — that "many of its new shows have received critical acclaim, but that the ratings didn't follow suit."

Mr. Poltrack finished by saying: "We feel that patience is the operative word here, and we are prepared to be patient with these programs."

Is this good news? Or the artful covering of a network posterior caught between flagging revenue and as Bob Knight in his Variety article puts it "vital put-up-or-shut-up decisions about quality series, which all three (networks) have continually espoused as their basic aim in the programming arena." As of this writing, the CBS Press Dept., despite a friendly attitude, could add nothing new — except to say their Fall schedule will not be announced till the first week in June.

Does B&B need your support? In a

word — YES. Ratings points can't write letters of encouragement to networks or producers. Or how about to advertisers, thanking them for their sponsorship (they'll assume you've tried their products, loyal customers all).

Does your local newspaper have an entertainment editor or reporter? Give them a call and mention your concern. Write to your favorite magazine or TV-news, ask them to give it coverage. Increased press interest doesn't go unnoticed at the networks either.

The bottom line is, if you don't want to be treated like a number

— don't act like one!

There's nothing wrong with getting a little evangelical, doing a little recruitment for something you care about. Word-of-mouth is important too — it's made a winner out of more than one box office sleeper and assured a few careers, too.

Know friends with a 'People Meter'? Visit 'em Friday night, make sure they're watching the right channel, bring some refreshments and have a party. Enjoy... if the legend of Beauty and the Beast does continue, you will have taken part in it. Here's a couple of addresses:

Marjorie Irsbycock  
Director of Audience Services  
CBS  
51 West 52nd St.  
New York, NY 10019

Ron Koslow, Producer  
Beauty and the Beast  
c/o CBS  
Television City  
7800 Beverly Blvd.  
Los Angeles, CA 90036

\*Note: When writing to anyone connected with B&B via the address above, always be sure to include the series title, in full, on the envelope. Ω

## MediaWatch — Today Show Interview

Linda Hamilton and Ron Perlman were interviewed by Bryant Gumbel on NBC-TV's "Today Show." Airdate: March 24, 1988. (Ed. Note: Apologies, but the transcript below lacks its intro and is short by about the amount of time it took me to fly up two flights of stairs and turn on my VCR. It is complete thereafter.)

**Linda:** We've survived a whole season to find stories that worked with the concept of Beauty and the Beast. It's been wonderful.

**Bryant:** I read that when you first saw this thing you were taken by it. But actors tend to be taken by different kinds of things than viewers do. Are you as surprised, Ron?

**Ron:** Incredibly surprised by the success of the show. At best I thought we would have a marginal, sort of cult following. Never expected the mainstream

support that we've garnered. I was taken with the passion of the characters and the subtleties in terms of the humanities of the show. I didn't know whether that would play, especially for 22 episodes, but the first script was extraordinary.

**Bryant:** To your mind what's the show represent, what's it all about? I mean, most people are familiar with the Beauty and the Beast fable, but you've taken it an added step. I mean, is this a morality play in short each week?

**Ron:** It starts out to be a morality play, but then again, it branches off into many

different little subsidiary ramifications.

**Linda:** Gothic, gothic romance, I think is really the real charm of the show in terms of reaching the viewer every week. It's the fact that it's a romance with obstacles and so it becomes so much more heightened and dramatic that way, and gothic in nature.

**Bryant:** But it also goes beyond the typical TV romance,

**Linda:** Exactly, exactly.

**Bryant:** because this one doesn't have the beautiful covers. But in point of fact, your character "Vincent" was voted one of

### ....-...-..... Tappings -.....-.....

John McMartin (Charles Chandler) has again trod the boards of Broadway recently ...in the title role of Shakespeare's "Julius Caesar" (et tu Martin Sheen).

James Avery (Winslow), late of the tunnels, now reportedly presides over one of the courtrooms of "L.A. Law."

the sexiest characters on television. Do you think of him as sexy?

**Ron:** No, thank God, I don't. I think of him as an incredibly sensitive, sort of, self-actualized individual. Somebody who has dealt with such an incredible blow to who he is in the world, that he has had to rise above his limitations to function.

**Bryant:** And yet the clip that I ran, that I'm going to run right now, folks in our office saw it and all of them came out saying: "My goodness, he's rather sexy." Take a look at this. This is Vincent and Catherine. {Scene where Vincent gives Catherine a crystal.} That's a nice touch. (To Linda) Why are women so drawn to Vincent?

**Linda:** Because he IS sexy! (laughter) Because he's a Renaissance man. I mean, he reads me Shakespeare sonnets. He, really is just a true, noble, generous man; with no actual, silly-little-life-demands that most people place on each other. It just goes so much further beyond that.

**Bryant:** They may not place them on each other, but your fans, I understand, are placing some on you, and the big question is, when, if ever, this relationship may be

consummated in some fashion. Have you an answer?

**Ron:** No.

**Linda:** (Laughter) No.

**Bryant:** None?! That was a quick one. Did you get that out fast enough? Are you sure about this?

**Ron:** The only thing we are sure of is that we have absolutely no idea of what to be sure of with regard to this relationship and its ramifications, and where it might be going. We're swept up by the experience of living Vincent & Catherine every week and hopefully this will take us to the next logical step. We don't want to tip the scales here.

**Linda:** Yes, and keep people guessing, right. I mean, that's part of the charm, is everyone's need to see these two people resolve it somehow. But, we have many more episodes in which to do that.

**Ron:** In 22 shows we've managed to have a great relationship by what's left out of it and that says a lot about...

**Bryant:** Sounds like a modern couple, why spoil it with sex?  
Linda Hamilton, Ron Perlman — Thanks, Congratulations. Ω

## B&B Convention!

On June 18, 1988, Ron Perlman will make his first personal appearance at a one-day 'Sci-Fi Media' event presented by Creation Conventions at the Los Angeles Hyatt Hotel (at the airport). For more information call **1-516-SHOWMAN**. As of this writing, Creation has verified Mr. Perlman and Executive Story Consultant Howard Gordon as guests; other actors from the program may also be in attendance. Cocteau's film, "Beauty and the Beast" will be shown, as well as a slide presentation on the series.

Creation's one of the oldest and best SF convention companies going, they've always striven to show everyone a good time, 'nuff said. Other activities are planned, like an amateur acting contest, etc. Creation has also been licensed to sell B&B merchandise, so everything from T-shirts to bumper stickers will be available for sale.

## From the Editor...

sode our own unique experience, and so coming away with impressions uniquely our own. Likewise, there's more than one imagination at work, contributing to the "B&B" we see every week. These people weave the illusion that suspends our disbelief. All touch us, each in his/her own way.

We fans? followers? votaries? devotees? supporters? zealots? students? enthusiasts? (well, whatever your favourite moniker) of Beauty and the Beast have much to enjoy in what we share and how we differ. That's something to be celebrated and looked into, and that's what this newsletter is all about. *Pipeline* is for people who agree that it is not an idle pursuit to ponder "such stuff as dreams are made on."

On the practical level and as the title suggests, *Pipeline's* main aspiration is to open up communications for its readers and be a regular source of information on and about B&B. Starving Artists Workshop hopes to publish *Pipeline* on a monthly basis ... provided there is news/etc. enough to fill a minimum of pages and/or whenever there is an important announcement to be made.

Are we all the same, only in different ways?

You're reading this, so we have one interest in common — the television series "Beauty and the Beast." Yet we differ, bringing to each episode our own unique experience, and so coming away with impressions uniquely our own. Likewise, there's more than one imagination at work, contributing to the "B&B" we see every week. These people weave the illusion that suspends our disbelief. All touch us, each in his/her own way.

## OZYMANDIAS OF EGYPT

I met a traveller from an antique land,  
Who said: "Two vast and trunkless legs of stone,  
Stand in the desert. Near them, on the sand,  
Half sunk, a shattered visage lies, whose frown  
And wrinkled lip and sneer of cold command,  
Tell that its sculptor well those passions read,  
Which yet survive, stamped on these lifeless things,  
The hand that mock'd them and the heart that fed;  
And on the pedestal these words appear:  
"My name is Ozymandias, king of kings;  
Look on my works, ye Mighty, and despair;"  
Nothing besides remains. Round the decay  
Of that colossal wreck, boundless and bare,  
The lone and level sands stretch far away.

— Percy Bysshe Shelley

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Your input is not only welcome, it's needed! Comments, questions, and/or opinions are much appreciated. Editors are happiest when they get mail! What's more, if your submission is used in an issue, or you're the first to send this editor a clipping (preferred) or photocopy (perfectly acceptable) pertaining to the production, crew, and/or cast members, I'll add an extra issue to your subscription, gratis (be sure to include the source & date whenever possible). **WANTED:** Taped and/or written transcripts from the June Convention. Please note: Fan fiction will not be accepted for publication at this time (Sunshine Press, P.O.Box 24830, Baltimore, MD 21220-0830 is looking for submissions for their 'zine,' send a SASE for more info).

With the airing of "A Happy Life," Beauty and the Beast's first season has drawn to a close. Let's hope all concerned are enjoying much deserved R&R — or busman's holidays — and will return next fall. I hope you enjoyed this first issue of *Pipeline* ... thanks for reading it!

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Starving Artists Workshop  
186 Western Avenue  
Albany, NY 12203-1227

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