

# Pipeline

April 1989

Vol. II No. 4



Above: From "Remember Love."  
Below: Elliot Burch (Edward Albert) returns.

## Beauty and the Beast Lives!

Yes, the reports of its demise were, thankfully, premature and greatly exaggerated. Even though one article, syndicated and/or quoted nation-wide in early March, stated that B&B was among some 2 dozen other network shows "set for the executioner's ax between now and the end of April." And that it was among those "...almost guaranteed to be cancelled." According to knowledgeable sources at CBS, this report was absolutely "Not True." As one reader reminded, "it's the kind of thing that gets widely published around this time every year."

But the angst this article caused the 'loyal' was very real. CBS's understandable reticence to divulge near-current scheduling plans (until both Monday night try-out figures were in) added to the anxiety. Finally, March 6th's ratings seemed to confirm the death sentence.

In response, what had just recently been characterized as a "kinder, gentler fandom" suddenly, in a fit of righteous indignation, bared its fangs and proceeded to dine royally on rump of network. Several CBS offices and execs, not to mention other companies involved with B&B, were treated to calls accusing them of everything from negligence to outright malevolent intentions, on everything from on-air promotions, to scheduling, to pre-emptions, to advertising, to press coverage. Needless to say, this kind of kibitzing did not win Beauty and the Beast any new friends and it badly abused some tried and true allies.

One of "Pipeline's" own contacts had thought, and rightfully so, she'd been doing a pretty dam good job for B&B, that is, until she received 50 irate phone calls all in one day! Jamming industry phonelines is like interrupting the medic administering CPR to tell him that he could be doing it bet-

ter. **Warning:** This may be hazardous to the patient's health, no matter how good the intentions are!

It may well be that everyone, even the production staff, actors and crew, will have to wait till May to hear whether "Beauty and the Beast" has been renewed for next season (slightly earlier than it was announced last year). The wait won't be easy on anyone ...how many diary entries for March 6th read like this? "Topped the day off with B&B, collected my socks (knocked off several times). Spent rest of night trying to count sheep instead of rating points, no luck."

As to that first Monday night try-out, industry insiders were quick to point out that although the 10 p.m. slot has a fair to good lead-in, it is not considered much of an improvement position-wise over Friday at 8. True there should be fewer pre-emptions (especially on the local level) but the slot is also totally boxed in by movies-in-progress on the other two networks. One of those TV movies "Those She Left Behind" garnered a whooping 38 share, which didn't leave a terribly big slice of audience pie for "Orphans," which wound up with an 8.8 rating & 14 share. To add insult to injury, one of the larger national 'markets,' the Philadelphia affiliate, preempted the episode for a local special. Negative viewer response (warranted in this case) only served to have "Orphans" aired at an alternate time, Saturday at 11:30 p.m. Arrgh!

The second Monday episode on March 13th, "Arabesque," showed a marked improvement, a 10.3 rating with an 18 share. As of March 15th, the CBS Programming Department was still "evaluating (the

## From the Editor:

One year ago this month, the first proposed "Pipeline" mock-up made its way to Ron Koslow's in-basket. The lead headline read "To Be or Not To Be "Beauty and the Beast" Next Season?" We find ourselves asking that same question again. Despite strikes, pre-emptions, and all the other slings and arrows that television serials are heir to, things have come full circle. Many a Helper's saying "Hey, this is where I came in!"

Tens of thousands of letters, and millions of telephone hours have been shared since last April ...and it's hard to believe that so many good friends and happy memories have been made in so short a time. In honour of this 'anniversary' this issue is dedicated with much love and respect to its readers —the friends and Helpers of B&B.

Ok, ok, so there are a couple of ulterior motives. My in-basket is threatening to collapse under its own 'wait,' so to speak. Since the beginning of January, "Pipeline's" subscriber base has tripled and the number of letters responding to the February issue has been staggering. Nearly every card and note has its own "Small Victory" to report. Those quoted in this issue are only a few examples. And this is no hint, they are recounted here to unashamedly egg you on!

SAWltse

## Small Victories...

Wednesday, March 15, 1989

...During a local evening news program the sportscaster for WUSA-TV, Channel 9 in Washington, DC informed his audience to the effect that, "I'm sorry to tell you but we are not going to televise the big [local] basketball game on Friday night (March 17th). I know a lot of you are upset, but the station manager decided he didn't want to anger any of the people who usually watch the shows on Friday, like "Beauty and the Beast." People have been calling in and he didn't want to incur their wrath. So, no we are not going to simulcast the game. We'll show it to you at a later time."

Score: HELPERS 1 BASKETBALL 0.



tryout) in terms of a schedule change" ...but "right now we haven't heard anything on it (from the front office). It does have good demographics. We're just waiting to see how it does in the next couple of months before they (the front office) decide which shows they're going to renew." In the meantime, they will keep B&B on Friday "until further notice."

The tentative schedule is:

• March 31 "When the Bluebird Sings" by Robert John Guttker and George R.R. Martin; Directed by Victor Lobl.

• April 7 "The Watcher" by Linda Campanelli & M.M. Shelley Moore; Directed by Victor Lobl.

• April 14 "Distant Shore" by Marie Therese Squercitiati; Directed by Michael Switzer.

• April 21 "Trial" Story by Howard Gordon & Alex Gansa, Teleplay by P.K. Simonds Jr.; Directed by Victor Lobl.

• April 28 "A Kingdom by the Sea" by George R.R. Martin; Directed by Gus Trikonis.

Yes, it looks like we'll actually get 5 (maybe more) in a row!

As to all the nervous exhaustion over the Monday tryouts, our contact at CBS Press looked on the bright side, "It (the tryout) was good because I think we did open up to a new audience and expose the show to people who hadn't seen it before."

This has already been verified by the "Helper's Network," our fandom's switchboard since founder Kimberly Hartman had her number, 714-738-8300, published by newspapers around the country; requests for information, etc. are referred to her by the production office, Witt-Thomas, Republic Pictures, and CBS. Kimberly said that approximately half her calls since the tryouts have been from people who had never watched the show before. A number of other callers, however, were people who either did not hear about the schedule change in time, or had thought that (due to the many preemptions) "Fridays at 8 were always 'specials' on CBS and so didn't realize "Beauty and the Beast" was a regular series!" Hats off to Kimberly, who also fielded a lion's share of "hysterical," rating-counting insomniacs during the past month.

Realistically, sooner or later, someday, sometime, the network programmers will decide to cancel our beloved B&B (hopefully in the far, far future) ...but only because they will believe it to be in the best in-

## Small Victories...

Patricia Horth of Brookeville, MD would like to mention that "I work for a major airline, and talk to hundreds of people every day. One of the best ice-breakers is to talk about TV. Beauty and the Beast comes up in more conversations than you can imagine. Many more people are watching, and loving, this series than the ratings show. As an interesting aside, at least 95% of my passengers say that they hate, and do not watch, the Cosby Show — and it's number 1. Something strange is going on here..." (If you find "Pipelines" in amongst the in-flight reading matter, you are indeed in friendly skies, 'cause Ms. Horth will be one of your flight attendants!)

Another "viewer recruiter," Wilma Walmesley of Philadelphia, PA, put up posters on the message boards of her local supermarkets announcing the Monday night showings. The staff of the "Beauty and the Beast International Fan Club" IA, found themselves featured as the March 6th cover story in "USA Today" entitled "For them, this 'Beast' is no burden." And members of the "San Gabriel Valley (CA) B&B Support Group" and "Helper's Network" were the subject of articles in not one, but two, local newspapers.

terests of CBS, the company they work for. This doesn't make them misanthropic monsters; 'oft times the people that have had to wield the ax are the very ones that fostered the shows in the first place.

Someone once said that "Worry is praying to the wrong god." This editor thinks irate phone calls and 'hate' (not to be confused with constructively critical) mail, all go in that selfsame direction. For now, what we can do is write letters and recruit as many new viewers as possible — it is what the production office and other industry insiders suggest we do. Word from the production office is that they really appreciate everything the fans have been doing on their behalf and that "No letter is a waste of time."

Write to your local CBS affiliate (they have a lot more clout than you'd think). And especially write: CBS, 51 West 52nd St., New York, NY 10019.

**\*DO NOT** put the title "Beauty and the Beast" anywhere on the envelope, or it will be forwarded UNOPENED and UNCOUNTED to the production office. Ω

## The Ratings — Quality Blind?

The Nielsen box hunt results are still coming in. So far, out of an approximate mailing of 1,900, only one Nielsen box belonged to a "loyal" household, while three others told of boxes belonging to friends (who, rest assured, were well visited on B&B nights). Many readers wrote in, wondering how they themselves could get one of these 'people meters' or how to find people who have a box. The answer of course is that people with boxes are chosen "scientifically" at random, and are actually asked to keep mum about their participation ...so that special interest groups (like ourselves) can't affect the results.

The A.C. Nielsen Company, now a Dun and Bradstreet subsidiary, was kind enough to oblige this editor with a few pamphlets about their organization and the ratings process. (Copies are available on request from: Nielsen Media Research, 1290 Ave. of the Americas, New York, NY 10104.) It was something of a shock to discover that there are only 4,000 boxes employed nation-wide to divine what 90 million households are watching! But they do give some pretty convincing arguments — in laymen's terms —

## Convention Quotes:

"Vincent," past, present, & future — here's just a small sampling of the answers given during Producer Howard Gordon's Q&As at the February 25-26th Creation Convention in New York City:

Q: Are you going to have any shows that delve into why Vincent is the way he is?

A: Yes, the answer is a very big yes, the last quarter of the season is going to deal very specifically with that — with his bestial aspect and his past, and try to define a little bit more the nature of this guy.

Q: And how he got that way?

A: Just little by little. I mean, part of the beauty of Vincent, I think and part of the mystery is the fact that he is a mystery and nobody quite knows. If we had an episode that said he cracked from some huge egg that was left by UFO's, it would kind of take the mystery out of it. (Laughter)

Q: In coming episodes, will you have them kiss, or go to bed, or what?

A: That's a question, well, it's really amazing, the camps are really split on this. Part of the beauty of

## Small Victories...

Letters to B&B's sponsors (See V2#2) continue to bring coupons and thank you notes in response. For example, Dorothy Sconzo of Commack, NY shared this fairly typical reply from Richard Williams, Manager of Consumer Communications for the Florists' Transworld Delivery Association: "It's always gratifying to hear positive feedback on our program selection. Beauty and the Beast delivers high rating points and a quality audience, but it also enables FTD to showcase itself in an emotional and distinctive setting. The show continues to be an excellent advertising forum and entertainment experience for everyone involved. It's not often that we can find a show that does both so effectively. Thanks again for your thoughtful comments and for recognizing FTD's advertising efforts."

as to why such a small 'sample' is accurate: through checking multiple samples against one another, and by testing their statistical "scale model" (in situations where complete national records are available). Even a diehard skeptic would have to concede that the bulk of their findings may well be correct.

However, there were 3 unexpected replies to the February 'Box Hunt' that do cast doubt on whether 'quality television' is actually being fairly represented in the ratings. Two loyal viewers approached by Nielsen were under the impression that they did not watch enough television to make having a box worthwhile. And a third was actually told by a Nielsen representative that she did not watch enough TV to be eligible for a people meter. (If you or someone you know has had this experience, industry sources suggest that a letter of complaint be registered with the address above!)

Is this a case of the discriminating being discriminated against? Have those people who view only two or three shows a week ever been able to cast their votes for the programming they watch?

"Pipeline's" little impromptu survey was neither scientific nor indicative of the entire population of the United States. But, when it is known that 3 out of a possible 7 Nielsen households have not been factored into "Beauty and the Beast's" ratings, it gives one pause — if not a few more points to ponder. Ω

the series, I think it's that there is this incredible pathos — the impossible relationship — that's where the tension is. If we put 'em in bed, look what happened to "Moonlighting." We didn't want to throw them in the sack right away. Bit by bit, though, I can say that we are moving toward a little more physical intimacy. I think you'll see that. And a kiss? All I can say is, keep watching. I'm sworn to silence. (More Laughter)

Q: The tension seems to be missing so far this season?

A: The tension has been slipping (from the audience: "NO! No it hasn't!") No? OK! These guys are great. We can do no wrong here in this corner. (Laughter) But I would say that, in all fairness, they have slipped into being a bit — a bit too familiar. I won't say too familiar, but I'd say the first half of the season has been sort of a lyrical exploration of stories — of New York stories. The relationship has been fairly status quo. I will say, however, that we are investing in a little bit more tension and something's

gonna happen in the relations, I promise, it's going to be pushed forward. Just keep on watching, you'll see.

Q: You were mentioning about the tension. Last night's show kind of ties in with the first question asked, about the change in Vincent. (Inaudible)

A: The observation was that last night's episode, which was called "The Outsiders," was a rather violent exploration of that aspect which I think we've given short shrift this year. Vincent has been more of a romantic hero; but we can't forget that the guy's got fangs and these are not hands that are meant to play the piano. I think that's part of his character, part of his personality, part of his nature that really cannot go unexplored. I think that really is a very

## Small Victories...

Kimberly Hartman (see "B&B Lives!") has: "talked to a number of people who have decided, mainly since the thing with Howard Gordon and the auction, that 'if Beauty and the Beast is going off the air, then, well, I'm going to do something to make the spirit of what they've been trying to show us, live in the world in some way.' People have watched the character Michael giving food to a street person, or Vincent giving treasure to the homeless, other good things that are being done; and now these people are helping out at soup kitchens and donating money to organizations for the homeless and are *doing* all of these things. All of a sudden people are saying, 'Hey, that part of it's not fantasy. I can do that. I will do that.' "

ripe story idea, and last night was the first story in a while that dealt with that...

\* Second only to Roy Dotrice and Howard Gordon's visit to the February Creation Con in New York, the special "Beauty and the Beast" auctions to benefit the "Lifesavers/Lifeforce Foundation" were a high point for all. Up for bids were props from "God Bless the Child" and "Brothers;" 3 matte painting studies by artist Sid Dutton used for such episodes as "Ashes, Ashes;" some of Vincent's makeup tools (and hair!?) from Margaret Beserra; a sheet of handwritten music from "To Reign in Hell" by Don Davis, assorted posters and scripts autographed by everybody. Judy Evans sent a couple of original sketches complete with cloth swatches for Mouse's outfit, and Catherine's ethereal spirit-gown in "Remember Love," plus Narcissa's costume from "Dead of Winter" (the unburned one), and 2 of Vincent's outfits—one from "Dead of Winter" and the other from the Pilot. The latter sold for \$1,000., a record at a Creation auction! Ω

## Small Victories...

The auction described in "Convention Quotes" raised over \$3,000. to benefit the "Lifesavers-Lifeforce Foundation," an organization that matches up donors and leukemia/lymphoma patients in need of bone marrow transplants. Producer Howard Gordon became involved with the Lifesavers when a good friend with lymphoma could not find a matching donor in his family. Now the race is on nation-wide to find people willing to be donors and have their blood tested for compatibility; an estimated 1 in 20,000 might be a match.

According to a family member, if matched, it's an overnight stay in the donor's own area hospital, followed by a minor procedure the next morning that *does not endanger the donor*. Afterward, the donor is left with some

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

- On March 17th the Screen Actors Guild signed a new contract with the Producers Federation thus averting *another* crippling strike that might have occurred at the end of June. Whew!!
- "Beauty and the Beast" received two out of 19 nominations in the annual competition of the American Society of Cinematographers. Congrats go to Roy Wagner for "No Way Down" and Stevan Lerner for "God Bless the Child."
- Ron Perlman's poetry records are still on schedule. According to Ripp Entertainment the single, "The First Time I Loved Forever" (words by singer/songwriter Melanie) will be in stores by April 10th ...and will also be featured during the episode "Distant Shore" on April 14th.
- Mr. Perlman, *shooting schedule permitting*, will be doing TV interviews, etc., promoting both the single and the album, "Of Love and Hope" (due in stores May 2nd) the latter half of April.
- Start requesting the single to be played on your local radio stations and pre-order your (Capitol) records from your local record store ASAP!
- Roy Dotrice was off doing another guest stint the week of March 6th —on an episode of Shelley Duvall's new series "Nightmare Classics" for the Showtime Cable Network. The episode, "Camilla," also stars Meg Tilly, Ione Skye, and Roddy McDowell.
- Following up on our "Special Project" (See V2#2): The owners of the air-rights to Roy Dotrice's "Brief Lives" and "Dickens of London" have been found, contacted, and have both now sent proposals on to the Arts & Entertainment Cable Network, which has become the network of choice. Don't forget to let A&E know that you would like to see these two fine productions, write: Arts & Entertainment Network, 555 Fifth Ave., New York, NY 10017.
- The Avon novelizations have been delayed till September, word is that quality was the deciding factor. But "Beauty and the Beast: Portrait of Love" will, according to First Publishing, be shipping to local specialty (comic, SF/fantasy etc.) stores in May. The cover, a portrait of Vincent and Catherine by internationally-known artist Olivia DeBerardinis, may be used in a future episode of the series. And according to an article in the Feb. 16th "Comic Shop News," "The \$5.95, 56-page full-color graphic novel will feature Wendy Pini's full story along with an overview of the series and an introspective look into the lives of the characters by Series Creator and Exec. Producer Ron Koslow." Advance orders are a must, as this is expected to be a sell-out.
- Promotalk, the company that manufactured the jackets that Linda Hamilton and Ron Perlman gave as Christmas presents to the crew during the first season, has been licensed by Carolco (Republic Pictures' licensing agent) to offer the wool and leather jackets for sale to the public. For more info send a SASE to: Sheryl Quinn, 5042 E. Hinsdale Pl., Littleton, CO 80122.
- Republic Pictures' 1st B&B Video release (of the pilot and final episode from last season) has been doing extremely well. According to Carolco, more than 100,000 copies have been sold, double the standard 50,000 considered by the industry to be a major hit. Plans are definitely in the works to make other videos available—though, according to Republic, "the earliest possible date would be October."
- B&B posters are now available to fans in W. Germany, Switzerland, Austria, and France from Scandecor International, Box 656, S-75127, Seminariegatan 33, 752 28 Uppsala, Sweden.

# The Helpers' Gazetteer

## Eyes of Beauty Project

Kathy Cox, Editor of the fan(fiction)zine "Destiny" (\$16. Book Rate or \$17.30 First Class payable to Kathy Cox at the address below) is now offering a new service — the "Eyes of Beauty Project"—large print and 'talking book' (cassette tape) editions of 'zines for those fans unable to read the smaller typefaces in which these publications are normally printed.

healthy bruising (no cutting or stitching required) in the pelvic region (sorry, but it doesn't sound like it's in a place where it could be shown off). The donor's back to work the next day and a little sore for one or two thereafter, but the bone marrow removed will regenerate within 10 days. Lifesavers takes care of the costs of the blood tests when necessary and the cost of the actual donation is covered by the recipient's insurance.

B&B Helpers at the convention not only bid high, but were seriously considering involvement in this donor program. Money and donors are still urgently needed. For more information about Lifesavers/Lifeforce call:

1-800-999-8822.

Perhaps we can all take part in...

...a not-so-small victory!

There is no additional charge to the purchaser for this custom printing. Order as usual directly from the publisher and specify 'Large Print Edition.' Some publishers will have LPE's on hand, others may have to pass your order on to the printer (so please allow extra time). No LPE will be in less than

## 14-point PRNT size

(approximate sample). Illustrations are also enlarged via photocopying.

At present, current (no back issues at this time) "Pipelines," "The Beauty and the Beast Literary Compendium," "Destiny," "Light and Cloudshadows 1 & 2," and "The Book of Secrets 1-3" are available. For an updated list of 'zines participating in "Eyes of Beauty" send a SASE to: 911 W. Wildy St., Roswell, NM 88201.

## NABBS - Helpers On-Line

Just in from Barbara Delaplace: I'm part of a group of B&B fans which calls itself the North American Beauty and the Beast Society, NABBS for short. What makes our association a little unusual is that we all "meet" one another via computer on the CompuServe computer network.

We have our own 'Beauty and the Beast Section' (I'm Section leader) in the 'Science Fiction/Fantasy Forum.' We have members in New York, California, Florida, Maryland, Wisconsin, Massachusetts, South Carolina, and British Columbia (me). We discuss the show, exchange opinions via messages left on an 'electronic bulletin board,' have set up a library of

## ...- ...-..... Convention Update -....-....-

Un-confirmed as yet, but David Greenlee (Mouse) may be joining Producer George R.R. Martin at The "Galaxy Fair & Art Con II" on May 26-28 in the Hyatt Regency at the Dallas, Ft. Worth Airport. Contact: Galaxy Fair, Dept. F2, P.O. Box 15047, Arlington, TX 76015-6471. Or call: (817) 572-5547.

Mr. Martin is a scheduled guest at no less than 3 conventions this spring: "Roc\*Con 13," May 5-7 in Hot Springs, AR. For more info contact: P.O. Box 45122, Little Rock, AR 72214.

Then on June 23-25, the "New Orleans SF/Fantasy Festival," Contact: Acme SF Corp., P.O. Box 791089, New Orleans, LA 70179. Or Call: (504) 436-2633 or (501) 769-3766.

info about the show, and hope to publish a fanzine in the future. We've become friends — one couple has even gotten engaged!

Our group is always eager to meet new people. If any "Pipeline" readers have a computer and access to CompuServe, you are welcome to join us. Our regular meeting (yes, we all get together at once) is on Monday night at 11 p.m. EST, in the Conference Area of the Science Fiction/Fantasy Forum (use the command "go sci-fi"). ...Just a group of friends and Helpers having an electronic chat. Ω

## Classifieds

### Small Victories...

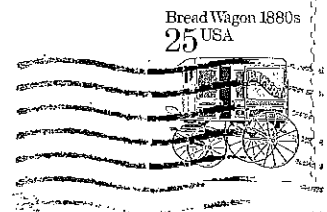
In honour of "Pipeline's" longest classified column yet, here's what Nanci Casad of Savoy, IL had to say about the response to her ad in the December {V1#7} issue: "Three people answered my ad asking for "Siege." The lady who sent me a copy wouldn't even let me pay her for the tape or postage and wanted nothing in return. We're still writing to each other, sometimes twice a week... Two other people wrote to ask if I did get a copy of "Siege" would I send them each a copy! (She did) ...Then a most wonderful, totally amazing thing happened! A complete stranger sent me a beautiful, breath-taking 16x15 color pastel drawing of Vincent, wanting to know if I'd want to trade it for a copy of an episode she was missing! She also sent return postage just in case I didn't want the portrait. Not want this beautiful portrait?! Is she kidding?! Less than a day later it was professionally framed and hanging on my living room wall! Aren't B&B fans fantastic?!" Yup, sure are...

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**Pipeline**

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Your last issue is Vol. 2 No. 8

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