

From The Family Channel to You..

"Beauty" back in the eye of beholders on FAM

March 30, 1990

Dear B&B Fan:

A lot of people feel very strongly that **"Beauty and the Beast"** should be back on television.

And because The Family Channel programming people believe that, too, we wanted you to know this powerful show that is a favorite with millions will return to TV in the fall on The Family Channel. All of your favorites return—Ron Perlman as Vincent, this powerful yet sensitive being whose frightening appearance puts him in one of the most unique positions of any character on television, and Linda Hamilton as Catherine, the Upper East Side socialite attorney whose life is saved by Vincent. And all the others.

"Beauty and the Beast" is a phenomenon among television shows. Despite Vincent's outward appearance and the mysterious underworld to which he has secluded himself, there is tenderness and romance in this heart-warming story that captivates viewers.

So we thought you would want to be the first to know that **"Beauty and the Beast"** is returning to TV—on one of the largest and most-watched cable networks in the United States. Perhaps you are aware of some others who would like to know that the show is coming back on the air. Would you tell them, please? You might want to send them a copy of this newsletter. Or if you have a fan club, maybe you would like to tell them about it. And if your club has some type of publication, I'd sure be happy to get a copy.

The Family Channel goes into nearly 49 million homes, and is in every market in the U.S. Of course, not every cable system carries The Family Channel—or any other cable network, for that matter. So if the cable company in your community doesn't offer The Family Channel with its quality lineup of shows for the entire

family, maybe you'd care to let them know that you would like them to carry the network that is going to air **"Beauty and the Beast."** You might let others in your town know that **"Beauty and the Beast"** is going to air on The Family Channel. They also can call the cable company.

The deciding factor in the matter of what networks are carried by a cable company is largely the desire of the viewers. If enough people want a network and they are sufficiently vocal about it, they can almost count on getting it. Some write. Some call the cable company. Many do both.

If that's what it takes for you to see **"Beauty and the Beast"** on The Family Channel, we believe you'll do it.

In the meantime, we hope you'll have many more months of enjoyment with



this fall's startup of **"Beauty and the Beast."**

Sincerely,

Earl Weirich

Earl Weirich

Vice President, Public Relations,
The Family Channel

If you don't get FAM

"Beauty and the Beast" is one of many programs, both original and off-network on The Family Channel, one of the nation's largest cable networks, in nearly 49 million homes in each of the 50 states. If you do not receive The Family Channel on your cable system, you may contact your cable system operator to request that The Family Channel be included in your line-up of channels.

B+B Fans write to The Family Channel

When fans of **"Beauty and the Beast"** began writing The Family Channel about their beloved show, The Family Channel paid attention.

The Family Channel has been receiving about 45 letters per week regarding **"Beauty and the Beast."** We take our viewers seriously, and unlike many other networks, we write back.

A sampling of recent letters from **"Beauty"** fans is as follows:

"Finally, there is a drama on television that is pure fantasy. A show that people of all ages can truly identify with because we all fantasize. The romance, drama, adventure, poetry and intellect that this show has as a foundation should not be

cast to the wayside. The magic and aura of **'Beauty'** shouldn't be left to loyal viewers' memories, but instead, shared with the many poetic, intellectual dreamers still yet to experience **'Beauty and the Beast.'**

Rhonda J. Knutson
Milwaukee, Wisconsin
"Keep our dream alive."

Gwenn Grondal
Santa Fe, New Mexico
"**'Beauty and the Beast'** is the best thing to ever happen to television. It would fit very nicely into your quality programming."

Sue Terrell
Amarillo, Texas

"As an avid watcher of The Family Channel, and a fan of some of your other original series, it is my hope that your network will consider taking on **"B&B."**

Noella K. Baasch
Ellensburg, Washington
"The writing is exceptional, the acting is superb, the music is mesmerizing, the characters are spellbinding and Vincent is my heart."

Tracey Bulle
Piscataway, New Jersey
"**'Beauty and the Beast'** has class and beauty."

Nicole Walsh
Boone, North Carolina

VP calls **"Beauty"** exciting purchase

"Beauty and the Beast" fans can once again find their show as it moves to a new home on The Family Channel, the oldest basic cable network and, at nearly 49 million homes, one of the largest.

"Beauty and the Beast" has been purchased by The Family Channel for exclusive airing beginning in the fall, 1990. FAM has the series for one year. It then goes into syndication.

"Beauty" will be scheduled as a Family Channel Movie once weekly by running two one-hour episodes together. The movie is scheduled at 8 p.m. Eastern/Pacific. Not all cable systems in the Pacific area have taken advantage of the dual feed—in that case, **"Beauty"** will air

three hours later, at 11 p.m. It has not been determined what day of the week **"Beauty"** will air.

"Beauty and the Beast," with its classic, chaste love story told in contemporary terms, is an exciting purchase for us and an opportunity to draw new viewers to The Family Channel," said Paul Krimier, vice president of programming. "We have it for one year, during which time we hope its loyal fans will tune in regularly to FAM."

The show, which has a loyal following, was recently canceled by CBS, where it has had its home since debuting in Sep-

tember, 1987. It was canceled once before, and resurrected with new episodes beginning in January, 1990.

Viewers were strident about the loss, writing letters, sending 7,300 telegrams to CBS and purchasing ads in *Variety*.

There are more than 50 major fan clubs with a combined membership of 350,000, according to writer Timothy Carlson who researched the show's support for a TV Guide article Jan. 13, 1990. There also are at least 90 magazines and newsletters inspired by **"Beauty."**