

HISTORY OF THE MOONLIGHTING REUNION CAMPAIGN

By Christie Taylor

We, by any means, did not originate the idea of starting a Moonlighting Reunion Campaign. There were a group of devoted fans (Aubrey, Michelle, and Isabel) who put together a reunion campaign about two years ago. They galvanized the fans to lend their signatures to an online petition. We have the letter which explained why they felt a Moonlighting Reunion was so important.

Moonlighting Petition (Written in 2000)

Moonlighting fans were disappointed that the show ended prematurely, and many of them would love to see a reunion that could give Maddie and David the proper ending they deserve. The true fans, who sat through all the countless repeats, the four and a half month absence of Cybill Shepherd, the annoyance that when Cybill did come back her character had spontaneously married a twerp on a train, the loss of Maddie's baby, and the last attempt to pull the series back together by trying another love triangle with Maddie's cousin Annie. We are still loyal to the show and still talk about it endlessly to this day. And now eleven years after it went off the air, it is touching a whole new generation of people. The episodes are being released on VHS and DVD, it is being run on Bravo three times a day, and Cybill has expressed interest in reprising her role as Maddie Hayes. Bruce and Glenn recently did a commentary for the January 2000 release of the Pilot on DVD, and everyone looks back on the show with fond memories. Now is the perfect time for a reunion to take place. The fans feel that the way Lunar Eclipse ended left the show open for a possible

reunion. Just think about what a lunar eclipse actually is . . . and the Ray Charles song *We'll Be Together Again* were indications that Maddie and David's saga was not over. So, if you are like me and really, really want a proper ending, please click on the link below and sign my Moonlighting Petition. If you don't mind, please sign under the topic that I have already originated. I want to try and keep them all under one heading.

Thanks for your support,
Aubrey and Michelle

Despite their hard work determination, their efforts felt short of it's goal. The subject wasn't mentioned until Joy Chodan, the Chairman of the current Moonlighting Reunion Campaign read this Daily News article about the success of the Carol Burnett reunion special.

FORMER HITS HOT AGAIN

"Burnett" is a spur
by Stephen Battaglio
(Special to The News)

Pasadena, CA.

After CBS's recent success with a Carol Burnett out takes special, a movie about the backstage stories of "Gilligan's Island" and an "I Love Lucy" anniversary tribute, viewers should get ready for more visits with television's past.

CBS president Leslie Moonves told reporters yesterday at the Television Critics Association press tour here that the programs – whose big ratings helped the network to its

first November sweeps win since 1997 have generated interest for more nostalgic fare.

"Everybody has called everybody," Moonves said. "There was a feeding frenzy---Agents were calling up. Old producers were calling up. Old stars were calling up."

Other networks have taken notice as well. NBC announced this week it will air a tribute to "The Cosby Show" in May and has moved ahead with a movie that reunites the cast of "L.A. Law."

Moonves and CBS Entertainment president Nancy Tellem would not say what shows they might mine for specials or movies, but did acknowledge a meeting with Burnett, who, like everyone else in the industry was stunned by the performance of her show.

"I don't think it will be a regular series but we talked about more specials and more projects with her," Moonves said.

As to why the audience has an appetite to revisit old favorites, network executives have been describing such shows as "comfort food" in a period of anxiety following the events of September 11.

Yet the programs also performed well among viewers too young to have watched them in their original run. When scheduling the Burnett special, Moonves said CBS executives did

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not believe anyone under 40 would know her work. But the eternal life that successful series have in daytime and late-night reruns and on cable have made older shows recognizable across generations.

One series that CBS would like to revisit with a new movie or special is M*A*S*H, but there is a hitch. The rights to the classic sitcom are owned by 20th Century Fox Television, which has the same parent company as the Fox Network. Fox may not be so quick to hand CBS what would likely be a primetime ratings juggernaut.

Learning from experience of the prior attempt for a reunion and noticing the current appetite for reunions, we started the current campaign. (In the next section, you will see our first messages for a reunion and many other fan messages supporting the campaign.) After a month of posting messages on message boards and alerting the local media about our efforts, Joy snagged the first interview about the campaign in *The Bronx Times*. Here's the article.

Bronx Times February 28, 2002
Bronxite leads the charge for a Moonlighting reunion

by Jon Minners

In the spring of 1985, television viewers bore witness to a new style of television, known as the dramedy. Bruce Willis, pre-Die Hard and Sixth Sense and Cybill Shepherd were brought together as Dave and Maddie, respectively, for the hit ABC show Moonlight-

ing. However, fans of the show were upset with the series cancellation and have hoped for a reunion ever since the show ended its run in 1989. Witnessing the successful return of Carol Burnett, fans are again clamoring for a Moonlighting reunion, and one Bronxite is helping to lead the charge.

"I grew up with the show," said Joy Chodan, a 24 year old from Van Cortlandt Park. "I started watching the show when I was seven. I had a rough childhood. My parents were getting a divorce and school was not good. One of the only things I had to look forward to every week was watching Moonlighting. It lifted my spirits at a time when I needed it."

Chodan was upset with the ending of the show, wishing the two characters got together and ended the show on a happy note and giving the fans what they wanted. Chodan held out thinking the show would come back with a reunion special, and watched as the other shows including the Carol Burnett Show, The Cosby Show and L.A. Law became slated for reunions of their own. Now, the young woman has decided to take action on her own.

"I started watching the show again when reruns began airing on Bravo," she said. "Suddenly, 20 websites devoted to Moonlighting appeared, where there had been none before. I started talking to a bunch of people, some who were too young to have been around for the original show must have started watching it when reruns were broadcast on cable. I have talked with people in London and Germany. There are websites for the show in Spanish and German and the 80's nostalgia sites are

stating to get into a new Moonlighting craze. Many people out there want to get back to the peaceful time of the '80s where the best music was played and the best television shows aired."

"The whole idea was to get in touch with all the fans all over the world and get people more involved in getting a reunion," she said. "I am trying to get all the fans together to email the appropriate authorities to make it happen. If we create enough momentum for it and spread this around to enough people, we can get it done."

However, Chodan did meet some opposition. "A lot of fans were actually against a reunion," she said. "They didn't want to see change. They didn't want to see the characters get older. Eventually, even those fans came around and are also pushing for a reunion."

Only a month and two weeks into her project, she has seen it gather steam and take on a life of its own. Chodan is now confident about a future reunion for the two stars with her website, Moonlighting In The 21st Century, at http://home.earthlink.net/~ceetay/21st_home.html (Since this article was printed, the web address has been changed to: www.moonlighting21.com) citing references to Bruce Willis, himself, from various interviews where he discussed the show like he never had before. If the show does come back, Chodan stated that she will be proud of her efforts in getting things together. "If I didn't do this, it is possible that no one else would have," she said. "I never ran anything

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like this before. I learned a lot about human nature, how to run campaigns and how to overcome problems. The work I put into this allowed me to meet new friends I never knew before all over the world, striving for one common purpose that we feel will come true; Moonlighting will return in the 21st century."

Chodan is looking for more fans from the Bronx to unite in this project. "Everyone needs to get involved," she said. As their mission statement states, "Our mission is to get enough fans to unite and flood the entertainment industry with emails, letters, petitions and whatever else we can think of. We will be a force to be reckoned with!"

A few weeks later, another article about the campaign was published.

Local woman leads effort for TV reunion

By JULIE A. VARUGHESE

A Van Cortlandt Village resident is leading the way in the fight to bring a Moonlighting reunion back on television.

Joy Chodan, a resident of the Amalgamated Houses near Jerome Park Reservoir, has lead the international campaign since she first started watching reruns on Bravo, which appears at 2 p.m. everyday.

According to Chodan, "suddenly 20 web sites devoted to Moonlighting appeared, where there had been none before."

The 24-year-old student "grew up with the show," as she had a rough childhood.

The show ended badly," Chodan said. "Fans are very disappointed

and there have been other reunions like L. A. Law and The Cosby Show. Why not Moonlighting?"

Chodan says that the show was one of the few things she looked forward to when she was growing up.

"It lifted my spirits at a time when I needed it," said Chodan.

She started speaking with fans from around the world and began a world-wide rally to once again unite David and Maddie, played by Bruce Willis and Cybill Shepherd respectively.

When the series was canceled in 1989, Chodan notes many viewers were disappointed.

"Many people out there want to get back to the peaceful time of the 80's where the best music was played and the best television shows aired," said Chodan.

"The whole idea was to get in touch with all the fans all over the world and get people more involved in getting a reunion," Chodan continued.

She is attempting to collaborate the efforts of the fans and notify the entertainment industry to bring Moonlighting back.

However, there are some fans, according to Chodan, that do not want a reunion because that would mean an older cast, something that many fans do not want to see.

Eventually, even these fans came around," Chodan said.

It has been a mere 2 months into the project, but she has already seen it take off.

According to Chodan, a breakthrough has taken place as a poll on Yahoo.com recently asked Yahoo surfers which show they want to see

come back on television.

Moonlighting came in at first place, much to the astonishment of its fans.

Chodan's web site, "Moonlighting in the 21st Century," which is located at http://home.earthlink.net/~ceetay/21st_home.html, has references to interviews Bruce Willis talking about the show.

Then soon after, we created a press release, which formally announced our campaign to the press and the fans.

FANS DEMAND A MOONLIGHTING REUNION

March 31, 2002

FOR IMMEDIATE RELEASE

This Moonlighting Reunion Campaign consists of a group of loyal, dedicated fans who's mission is to help restore the shows reputation and to bring the most passionate couple in television history back together. For thirteen frustrating years, we had to settle with an ending which stood far below the brilliance the show gave it's viewers for five years. What Die Hard did for the action movie, Moonlighting did for the TV dramedy. Without Moonlighting, there wouldn't be an Ally McBeal, Ed, Gilmore Girls, or Six Feet Under. Since the huge success of the Carol Burnett's reunion special, the networks are now clamoring

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to make more reunion shows. We believe this is the perfect time for Moonlighting to return and finally put away the myth of how the show was diminished simply because Maddie and David slept together. Tensions and tempers have cooled throughout the years and it's about time to let Bruce Willis, Cybill Shepherd and Glenn Gordon Caron to hopefully finish what they have started.

Apparently, we are not alone in our sentiments. On Wednesday, March 6th, Yahoo! conducted a one day poll which asked people, "Which canceled show do you miss the most?" Moonlighting won the poll. Even some recent articles from TV critics share our dissatisfaction on how romance is being portrayed on television today. Long Island Newsday's Noel Holston said it best, "...if you look over the broader TV landscape, romance has become a lot more complicated, even pessimistic, in the past decade."

Our campaign continues to grow. It's reaching people all over the world. Fans from Ireland, Italy, Mexico, Canada, the United Kingdom and most recently Russia have joined our cause. A Russian fan told us, "I'm not quite sure if you are aware of the popularity of the show in Russia, but I want you to know that thousands and thousands of Russians would vote for this brilliant couple to come back. In my country Moonlighting aired much later than elsewhere - in 1995-1996. At that time the whole country was intrigued (by) David and Maddie." A reunion TV movie would be great. However, our main goal is for Moonlighting to create its reunion for the silver screen.

There has never been a show which captured the hearts, minds and laughter more than Moonlighting. We are striving to not let this love story fade away into a lunar eclipse.

Contact:

Joy Chodan, Chairman

Christie Taylor, Vice Chairman

As I stated in my welcome letter in the last issue, the thought of the fanzine came into existence when I noticed there were enough people that I could count on to pull it off.. It's not a loss helping spread the word about our campaign.

Despite the suffering and a few setbacks, along the way, the Moonlighting Reunion Campaign is still going strong and will continue until we see a TV movie or a feature film for a show which truly needs a clear resolution.

MOONLIGHTING *Strangers*

is currently looking for material
for the next issue (Fall 2002).

If you have original stories, poetry, articles, artwork,
trivia, word games, or anything else that is
Moonlighting related, email us: ceetay@earthlink.net