

Los Angeles Times
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The Young and the Restless

35th

ANNIVERSARY
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We proudly applaud the cast, crew and producers of The Young and the Restless for 35 years of landmark drama.



TV's highest rated daytime drama celebrates over 19 years at number one, over 1000 consecutive weeks at number one and 100 Emmys®.

The Young and the Restless



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TV SOAP CELEBRATES MILESTONE ONLINE

FANS CONNECT WITH DRAMA ON THE INTERNET AND CABLE **BY THOMAS J. MCLEAN**, *Special Advertising Sections Writer*

For 35 years, TV viewers have followed the daily triumphs and tragedies of “The Young and the Restless.” Now, after more than 1,000 weeks as the top-rated daytime drama, the show’s appeal has grown beyond the television set, connecting online with a new generation of fans.

“It’s just trying to make the show more available to viewers when they’re able to watch it,” says William Bell, president of the Bell Dramatic Serial Co., which produces

several options for catching up, including full streaming episodes at CBS.com and repeat airings on cable’s SoapNet. Classic clips and episode recaps are posted on The Minisode Network, which can be seen on YouTube, Crackle.com, Verizon, AOL Video, Gaia Online and Joost.

Such extensive outreach efforts are common for television shows, which increasingly have to compete with cable, DVD and the Internet for viewers.

“In going after the younger demographic

get caught up with the show.”

Blogs are another tool for reaching fans, and the show’s makers work closely with top soap news sites. “They become evangelists for us,” Oswaks says.

Christine Fix, editor-in-chief and senior producer of Soaps.com, says fans look for a consistent source of reliable information.

“The Young and the Restless” fans also are extremely loyal and passionate, says Brandy Lynn Sebrén of MovieWeb.com. “They’ve shared these characters’ lives every single day, Monday through Friday, so it’s definitely a more committed, more involved thing,” she says.

Teasers of upcoming story developments are the most popular online items, followed by recaps and interviews with actors. Soaps.com draws 630,000 visitors a month and MovieWeb nearly 900,000; both report drawing a broad cross section of soap fans from all over the world, ranging in age from 9 to octogenarians.

Oswaks says he feels that the website has an obligation to treat the show with the same respect its fans have for it. “Nothing we do disrespects the core history, but it allows people to experience the marketing of it and consume the experience in ways that they consume media,” he says.

FANS WHO MISSED AN EPISODE HAVE SEVERAL OPTIONS FOR CATCHING UP, INCLUDING FULL STREAMING EPISODES AT CBS.COM AND REPEAT AIRINGS ON CABLE’S SOAPNET.

“The Young and the Restless” in association with Sony Pictures Television.

To mark the show’s 35th anniversary, the official “The Young and the Restless” website has expanded with a special section featuring timelines, classic clips and an interactive family tree guide to the famous faces of Genoa City.

Fans who missed an episode have

and trying to generate new generations of fans, we really believe that the Internet and all that that means is a great way for us to promote story lines, characters and ongoing relationships on a daily basis,” says Robert Oswaks, executive VP of marketing for Sony Pictures Television. “We really use the website to connect with viewers, have them



LINKS

Official 35th Anniversary Site
www.theyoungandtherestless.com/35th

CBS Y&R Video Site
www.cbs.com/daytime/yr/video

CBS Page
www.cbs.com/daytime/yr

Minisode Network
www.sonypictures.com/tv/minisode

SoapNet
www.soapnet.go.com/shows/youngandtherestless

MovieWeb
www.movieweb.com

Soaps.com
www.soaps.com

Wiki Guide
www.theyoungandtherestless.wetpaint.com

A LOOK AT THE NUMBERS

Enough resources to create a real town have been poured into bringing Genoa City to life five days a week for the past 35 years. Here are the numbers that show just how much effort has gone into making “The Young and the Restless.”

Episodes (through April 9): **8,868**

Script pages: **620,175**

“The Young and the Restless” becomes the first (and only to date) daytime drama to be broadcast in high-definition: **2001**

Character weddings: **77**

Most married character: **Nikki Reed**, played by Melody Thomas Scott, has married eight times, although one was invalid. Her full name is **Nikki Reed Foster Bancroft DiSalvo Newman Abbott Landers (Newman) Newman**.

Background cast (extras): **165,000**

Current sets in inventory: **100**

People who come to work each day to make an episode of “The Young and the Restless”: **200**

Powder puffs used by the makeup department over 35 years: **133,000**

Costumes worn over 35 years: **128,625**

Gallons of coffee consumed on set over 35 years: **166,250**

Hours of videotape recorded annually: **2,210**

Most obscure prop: **Freeze-dried tarantulas**



FAMOUS FACES GRACE THE SET

Genoa City has seen its fair share of stars from sports, music and politics — as well as faces familiar from prime time TV and films — pass through town. Some of the familiar faces that have appeared on the show include:



1981: Hockey star **Wayne Gretzky** ▶



◀ **1991:** **Geraldo Rivera**

1992: Baseball player **David Justice**

1999: **Muhammad Ali**, Olympic gold-medalist figure skater **Tara Lipinski**

2000: Former Minnesota Gov. **Jesse Ventura**, baseball player **Brian Jordan**

2001: Blues musician **B.B. King**, NFL star **Robert Griffith**, singer **Lionel Richie**

2002: TV star **Judge Glenda Hatchett**

2003: **George Kennedy**, “Star Trek” actor **George Takei** ▶

2004: **Smokey Robinson**

2005: Jazz musician **Chris Botti**, opera singers **Il Divo**

2006: Psychic author **Sylvia Browne**, NBA star **Luke Walton**, singer **Aaron Neville**, the show’s co-creator **Lee Phillip Bell** with pianist **Van Cliburn**

2007: Photographer and TV star **Nigel Barker**, singer **Jewel**, Milwaukee Brewers stars **J.J. Hardy**, **Bill Hall**, **Chris Capuano** and **Jeff Suppan**

2008: Singer **Pat Benatar** and husband and ▶ guitarist **Neil “Spyder” Giraldo**, **Bronson Pinchot**, ◀ singer **Enrique Iglesias**



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The Young and the Restless

THE NEWMAN FAMILY TREE

MARRIAGE ROMANTIC ENTANGLEMENTS CHILD GRANDCHILD

Victor's Relationships ———
 Victor's Descendants
 Others' Entanglements ———

To see all the interactive family trees of "The Young and the Restless," visit www.theyoungandtherestless.com.



"THE YOUNG AND THE RESTLESS" HAS ALWAYS INCORPORATED SOCIAL ISSUES INTO ITS STORY LINES. HERE'S A LOOK AT SOME OF THE ISSUES THE SHOW HAS TACKLED OVER THE PAST 35 YEARS.

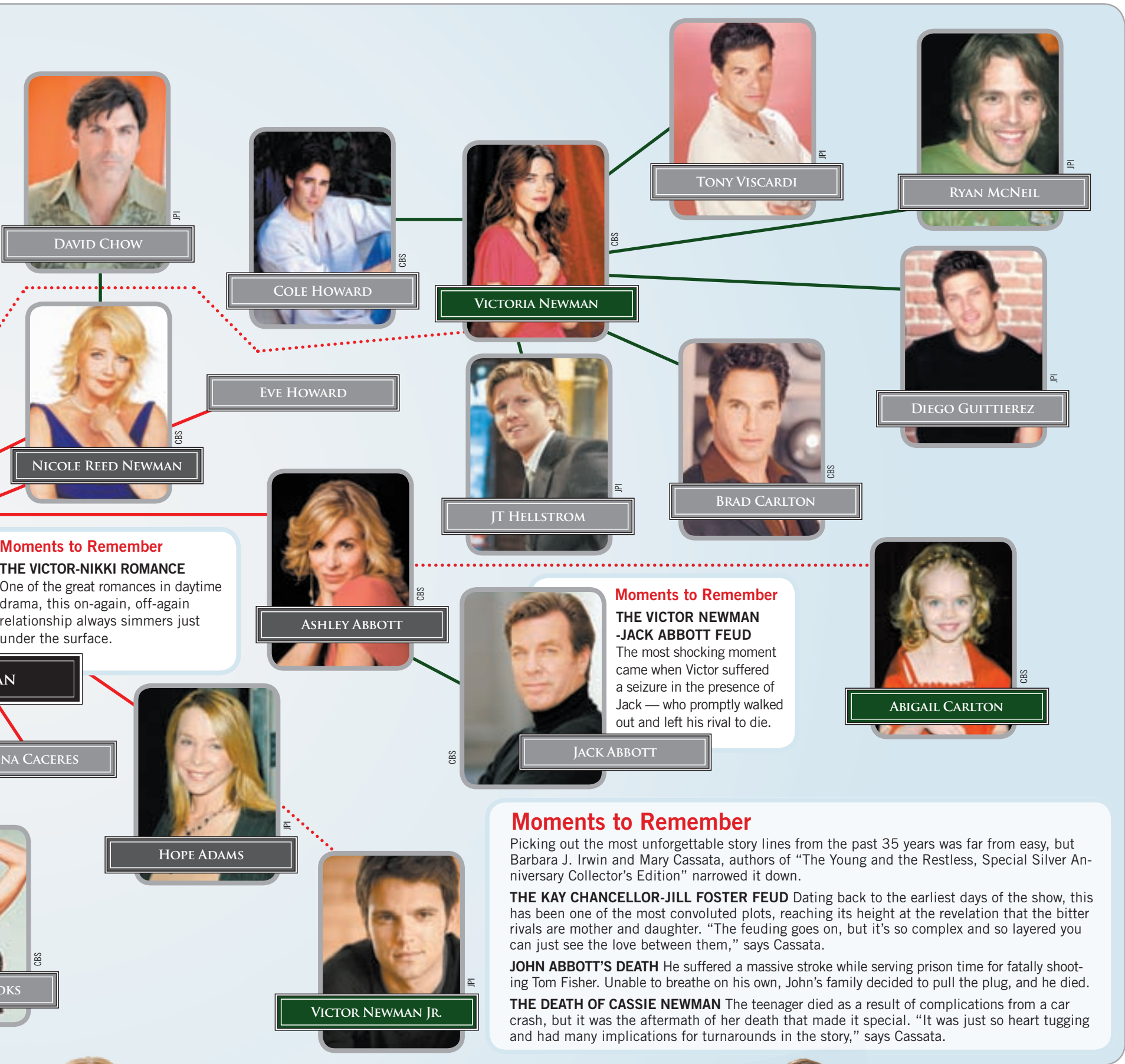
1975 Jennifer Brooks (Dorothy Green) develops breast cancer and undergoes a mastectomy.
 Katherine Chancellor (Jeanne Cooper) begins her long struggle with alcoholism. She attends Alcoholics Anonymous, but suffers several relapses over the years. Her most recent bout ended when her family and friends held an intervention.

1984 Cooper's real-life facelift is incorporated into a story line for character Kay.

1988 Jessica Blair (Rebecca Street) learns she is dying of AIDS. Her fiancé, John Abbott (Jerry Douglas), accepts her condition and marries her.

1989 Christine "C" Blair (Laura Lee Brooks) is date raped by Stuart (Ken Corday), prompting her to decide to pursue a career as an





Moments to Remember
THE VICTOR-NIKKI ROMANCE
 One of the great romances in daytime drama, this on-again, off-again relationship always simmers just under the surface.

Moments to Remember
THE VICTOR NEWMAN - JACK ABBOTT FEUD
 The most shocking moment came when Victor suffered a seizure in the presence of Jack — who promptly walked out and left his rival to die.

Moments to Remember
 Picking out the most unforgettable story lines from the past 35 years was far from easy, but Barbara J. Irwin and Mary Cassata, authors of "The Young and the Restless, Special Silver Anniversary Collector's Edition" narrowed it down.

THE KAY CHANCELLOR-JILL FOSTER FEUD Dating back to the earliest days of the show, this has been one of the most convoluted plots, reaching its height at the revelation that the bitter rivals are mother and daughter. "The feuding goes on, but it's so complex and so layered you can just see the love between them," says Cassata.

JOHN ABBOTT'S DEATH He suffered a massive stroke while serving prison time for fatally shooting Tom Fisher. Unable to breathe on his own, John's family decided to pull the plug, and he died.

THE DEATH OF CASSIE NEWMAN The teenager died as a result of complications from a car crash, but it was the aftermath of her death that made it special. "It was just so heart tugging and had many implications for turnarounds in the story," says Cassata.

1990 Cricket (Melody Thomas Scott) (Victoria Rowell) helps illiterate runaway Drucilla Barber (Cynthia Jordan) learn to read and write. She goes on to become a successful businesswoman.

1993 April Stevens (Cynthia Jordan) kills her physically abusive husband after he threatens to harm their daughter. Cricket and Paul Williams (Doug Davidson) introduce her to a domestic-violence support group and help persuade the authorities she acted in self-defense.

2003 The show spotlights Internet predators as Kevin Fisher (Greg Rikaart) coerces teenage Lily Winters (Christel Khalil) into meeting him in person and later into having sex.

2004 Drucilla Barber Winters (Victoria Rowell) persuades her husband that they should become foster parents to troubled teen Devon Hamilton (Bryton McClure). The Winters later adopt Devon as their son.

BELL FAMILY TRADITION FUELS SHOW STORIES

BY THOMAS J. MCLEAN, *Special Advertising Sections Writer*

The Abbott, Fisher, Newman, Winters and Chancellor families drive the on-screen drama of “The Young and the Restless,” but it’s the family of creators — headed by the late William J. Bell and his wife, Lee Phillip Bell — that is the real power in Genoa City.

The example the Bells set in creating the show has been followed by their three children, all of whom contribute to different aspects of the show. William Bell runs the business side of the family’s production

ent aspects of the show,” he says. “With my father and I, it was a great kind of partnership and pairing in the sense that he had a total control of the creative side of the show and I didn’t have even the inclination to interject in what he was doing.”

“No one ever intended this,” says Laura-lee Bell. “My father was elated because it’s a dream come true for a parent to know you are surrounded by your kids.”

For the younger Bells, watching “The Young and the Restless” was a daily event

lose track of the actors’ real names,” says Maria Arena Bell. She is now head writer of “The Young and the Restless” and married to William Bell.

The senior William Bell’s passions were shared by his wife, television pioneer Lee Phillip Bell, an award-winning journalist who hosted a Chicago talk show on WBBM-TV from 1952 to 1986. Her interest in social issues led to groundbreaking story lines exploring alcoholism, suicide, date rape and AIDS that helped define the show.

It wasn’t until the 1980s that the younger Bells say they began to understand the scope of what their father had accomplished and the passion he had for the show.

The younger Bells began working in the business in the mid-1980s, when their parents moved to L.A. to create “The Bold and the Beautiful,” which is produced and solely owned by Bell-Phillip Television Productions Inc. “The Bold and the Beautiful” is a runaway hit overseas and the second highest rated domestic daytime drama in U.S. households, just behind its No. 1-rated sister show “The Young and the Restless.”

Lauralee Bell started acting on the show as an extra at age 9, moving on to playing teen roles

during her summer vacations and becoming a permanent character after the Bells moved to L.A. Being family didn’t spare anyone from having to work hard and earn their paycheck. “[My father] would make comments here and there and they would either be crushing to me or they made my day because he would say it straight,” says Lauralee Bell.

Bradley Bell worked as a writer on “The Bold and the Beautiful” from the show’s start, taking over as head writer from his father in 1992 and as executive producer in 1994.

“I try to maintain the motivating, uplifting style that my father really patented for soap operas,” says Bradley Bell. “He wrote characters and stories that were very dramatic, unpredictable, but more than anything, they were really life affirming and so incredibly touching.”

William J. Bell died in 2005 at age 78, but his children say the vision he established in writing “The Young and the Restless” for 25 years continues to guide the show.

‘MY FATHER WROTE CHARACTERS AND STORIES THAT WERE VERY DRAMATIC, UNPREDICTABLE, BUT MORE THAN ANYTHING, THEY WERE REALLY LIFE AFFIRMING AND SO INCREDIBLY TOUCHING.’ — Bradley Bell

companies as president of the Bell Dramatic Serial Co. and Bell-Phillip Television Productions Inc., while Bradley Bell is executive producer and head writer of its sister show “The Bold and the Beautiful,” and Lauralee Bell played the role of Christine Blair for nearly 20 years.

William Bell says working with his family on the shows has been a great experience. “It’s worked out very well for us because we really all worked in very differ-

while growing up. “The show premiered in ’73, and we gathered around the television in our apartment in Chicago,” says Bradley Bell.

Far from the show’s Hollywood base, the late William J. Bell wrote the show from home on a typewriter, seeing the finished shows usually as they aired and only traveling to California a few times a year.

“He lived in the realm of the writing: It was part of his genius.

He would often

The Bell Family clockwise from left: Bradley, William, Lauralee and Lee.



Photo: Cliff Lipson/CBS

That Theme Song

The opening theme music on “The Young and the Restless” has a timeless quality that makes it almost impossible to associate it with anything other than the show.

Barry De Vorzon and Perry Botkin Jr. composed “Cotton’s Dream” for a 1971 movie, and when “The Young and the Restless” debuted two years later, Botkin rescored it for the series’s opening title sequence.

But the tune achieved even more fame during the 1976 Montreal Olympics, when ABC used it in a montage of footage featuring gold-medal winning gymnast Nadia Comaneci. While Comaneci never performed to the music, the song’s association with her success caused it to skyrocket in popularity.

Botkin renamed the tune “Nadia’s Theme,” and it was released as a single that reached No. 8 on the Billboard Music Charts in December 1976.

The tune has remained essentially unchanged since the show’s debut, save for a short stint in the early 2000s when a slightly jazzier version was used.

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ALUMNI NETWORK SPREADS ACROSS TV LAND

Soap operas have helped launch the careers of many well-known actors, and "The Young and the Restless" is no exception. A few former cast members who have gone on to notable fame and success include:



DAVID HASSELHOFF

The actor got his first television role on "The Young and the Restless," playing Dr. Snapper Foster from 1975 to 1982. He left the show for "Knight Rider," which ran on NBC from 1982 to 1986, and returned to TV as star and executive producer of "Baywatch," which became a huge international success and ran from 1989 to 2001.

TOM SELLECK

The role of Jed Andrews from 1974 to 1975 was part of a decade in which Selleck guest starred on many TV series before breaking out as the star of "Magnum P.I." from 1980 to 1988. He recently starred in NBC's "Las Vegas."



EVA LONGORIA PARKER

Playing the murderous Isabella Braña Williams from 2001 to 2003 was the breakout role for Longoria Parker. She starred in a short-lived "Dragnet" revival before being cast in the star-making role of Gabrielle Solis in ABC's "Desperate Housewives."

SHEMAR MOORE

The star of the current CBS series "Criminal Minds" was a staple on "The Young and the Restless" for eight years, winning a Daytime Emmy for his portrayal of Malcolm Winters.



GLOBAL APPEAL PAVES THE WAY FOR INTERNATIONAL VERSIONS

Not every show translates well abroad, but the classic storytelling that has made "The Young and the Restless" a success at home for 35 years has made it an international hit seen in more than 30 countries.

"It's a show that works very well all around the world," says Steve Kent, senior executive vice president of programming for Sony. "We are huge in France, we're on in Australia, we're on in a lot of Eastern [European] countries, we're on in the U.K."

It works so well that stars like German-born Eric Braeden are practically mobbed when they appear in Europe, says Kent.

In most countries, the shows air without alterations and in the same five-days-a-week schedule. Very rarely are changes needed, though

there was some editing that had to be done when it began airing in India about 10 years ago to remove some scenes of affection that might have offended the audience, Kent says.

David Mumford, executive VP planning and operations for Sony, says the show has tremendous broad-based appeal that cuts across all ages and demographics, regardless of country. "It's about romance and suspense," he says. "I don't think anybody does it as well as 'The Young and the Restless.'"



Story lines of love, jealousy transcend language barrier

"The Young and the Restless" is seen in more than 30 nations, though the title often has to be adapted to work in some languages.

France, Belgium, Switzerland and Quebec: "Les feux de l'amour" (The Fires of Love)
 Finland: "Tunteita ja tuoksuja" (Senses and Scents)
 Germany: "Schatten der Leidenschaft" (Shadows of the Passion)
 Greece: "Ατίθασα νιάτα" (Untamable Youth)
 Italy: "Febbre d'amore" (Love Fever)
 Romania: "Tânăr și neliniștit"
 Serbia: "Mladi i nestašni"
 Slovenia: "Mladi in nemirni"
 South Africa: "Rustelose Jare" (Restless Years)

SOAPS PORTRAY TIMELESS STORIES

DIVERSE AUDIENCES STAY TUNED IN TO GENUINE DAYTIME DRAMA

Succeeding in any business for 35 years is an amazing feat, but it's even more unusual in the television world, where shows live and die in a constantly changing world of changing tastes, technology and trends.

That makes "The Young and the Restless" run as the top-rated daytime drama for more than 1,000 straight weeks a truly unprecedented landmark in television history. And that's only part of the story: According to CBS, "The Young and the Restless" is the No. 1 daytime drama among all age groups in total viewers, households,



Josh Griffith, executive producer of the show, agrees. "Everybody likes good storytelling," he says. "As long as the storytelling is relevant, stays in touch with what is happen-

"The show hasn't constantly reinvented itself, as many shows do," says Griffith.

Consistency and continuity pose a new set of challenges, including the need to bring in new viewers without upsetting longtime fans. "There's an evolutionary process to these shows, but we're not really looking to reinvent the wheel," says William Bell, president of Bell Dramatic Serial Co.

Bloom says "The Young and the Restless" has so far held up well in the changing TV landscape, expanding its

reach across multiple platforms as broadcast audiences for many programs have shrunk. "It has felt some of the growing pains a little bit less," she says.

Having survived the transition from radio to television, Bloom says soaps' future depends, as always, on telling compelling stories. "You can put all the bells and whistles you want on it in the world, but if the show doesn't deliver when the audience comes to it, you fail," she says. "It's always about story."

'AS LONG AS THE STORYTELLING IS RELEVANT, STAYS IN TOUCH WITH WHAT IS HAPPENING IN THE WORLD AND IS WELL TOLD, IT WILL APPEAL TO ALL DEMOGRAPHICS.' —Josh Griffith

female teens and women in all demographics and it's the top daytime drama among African-American and Latino viewers.

For the show's makers, the secret to the continuing appeal of soap operas is simple. "They have a universal emotional connection to their audiences," says Barbara Bloom, CBS' senior VP of daytime programs.

ing in the world and is well told, it will appeal to all demographics."

"The Young and the Restless" has benefited from the foundation laid down by co-creator and longtime head writer, the late William J. Bell, who kept the show true to its roots as a romance-based show about the lives of the rich and famous.



Q&As with
LONGTIME SHOW FAVORITES



Photo: Robert Veets/CPT Holdings, Inc./CBS

Eric Braeden

"VICTOR NEWMAN"

Q: Why do you think "The Young and the Restless" has been so successful?

Braeden: I would like to think it has to do with the story lines being [those] that people can identify with. I think it is comforting for people in the audience to see people in power being taken down.

Eric Braeden has appeared on more than 120 television series, but the role of ruthless businessman Victor Newman is the most rewarding of his career.

The German-born Braeden recently produced and starred in the feature film "The Man Who Came Back," due out this summer, but the actor says his 28 years playing Victor on "The Young and the Restless" continues to be the most satisfying role he's ever played.

Q: What keeps you interested in Victor?

Braeden: There are so many subtle things that you learn when you do this every single day, if you pay attention. And it just has never bored me.

Q: What scenes stick out in your mind?

Braeden: The first time I meet my mother. This woman is introduced to me, comes to

my estate and I don't trust her. I think she's an imposter who's after my money, and I treat her very coldly. And then she makes a remark about a hole in the sweater that only she could have known, and I will never forget that scene. I had no idea how I was going to play it. It was such anger and sadness, all rolled into one.



Photo: Charles Bush

Jeanne Cooper

"KATHERINE CHANCELLOR"

Jeanne Cooper has been playing Katherine Chancellor almost as long as "The Young and the Restless" has been on the air, having joined the show a mere seven months into its run.

Having pushed the envelope on screen — she famously incorporated an actual facelift procedure into the show — Cooper is doing the same off-screen by working with the Springboard Center, a substance abuse rehab project in Midland, Texas.

Q: What has kept you interested in the show and your character for so long?

Cooper: I sort of fell in love with Katherine Chancellor because they gave me full rein to do with her what I wanted, and the story lines were fantastic. It was a very compatible situation and I, to this day, am very protective of her.

Q: What do you like about working in daytime drama?

Cooper: Sometimes you wish you had more time to refine certain things,

but that's why you have to be so well prepared when you come into daytime because they're always on a crunch for time, budget and everything else. You had better know what you're going to do when you come in the next day.

Q: What qualities did show creators William and Lee Phillip Bell bring to the show that made it special?

Cooper: They set a group of people on a tapestry, and they just kept weaving their lives.

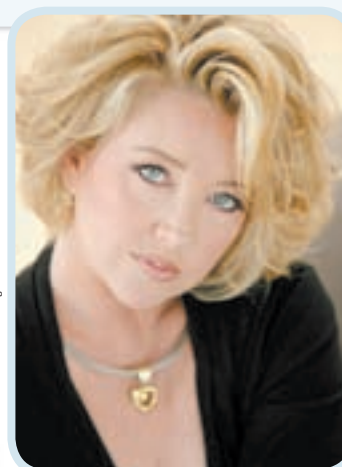


Photo: Robert Veets/CPT Holdings, Inc./CBS

Melody Thomas Scott

"NIKKI NEWMAN"

Melody Thomas Scott has been acting since she was a child, working on films with the likes of Alfred Hitchcock, Clint Eastwood and John Wayne.

But it has been the role of Nikki, who won the heart of Victor Newman and has gone on to be a Genoa City VIP, that has allowed Scott over the past 29 years to show the depth of her talents.

Q: What is it about your role that has kept you interested for so many years?

Scott: Even though you are playing one character, you're really not. I kind of compare it to many different characters under the guise of one. It keeps it fun and exciting and new, so I never get a chance to get bored.

Q: How much of you is in the character and how much of the character reflects you personally?

Scott: Very little. Every now and then I might be able to squeeze some of my bizarre humor in real life into it, but Nikki's not known for her humor, so that doesn't happen very often. She's very passionate and is led by her heart and not her head and that gets her into trouble.

Q: What are some of your favorite story lines?

Scott: Any story that involves Eric Braeden, who plays Victor, because we love working together.

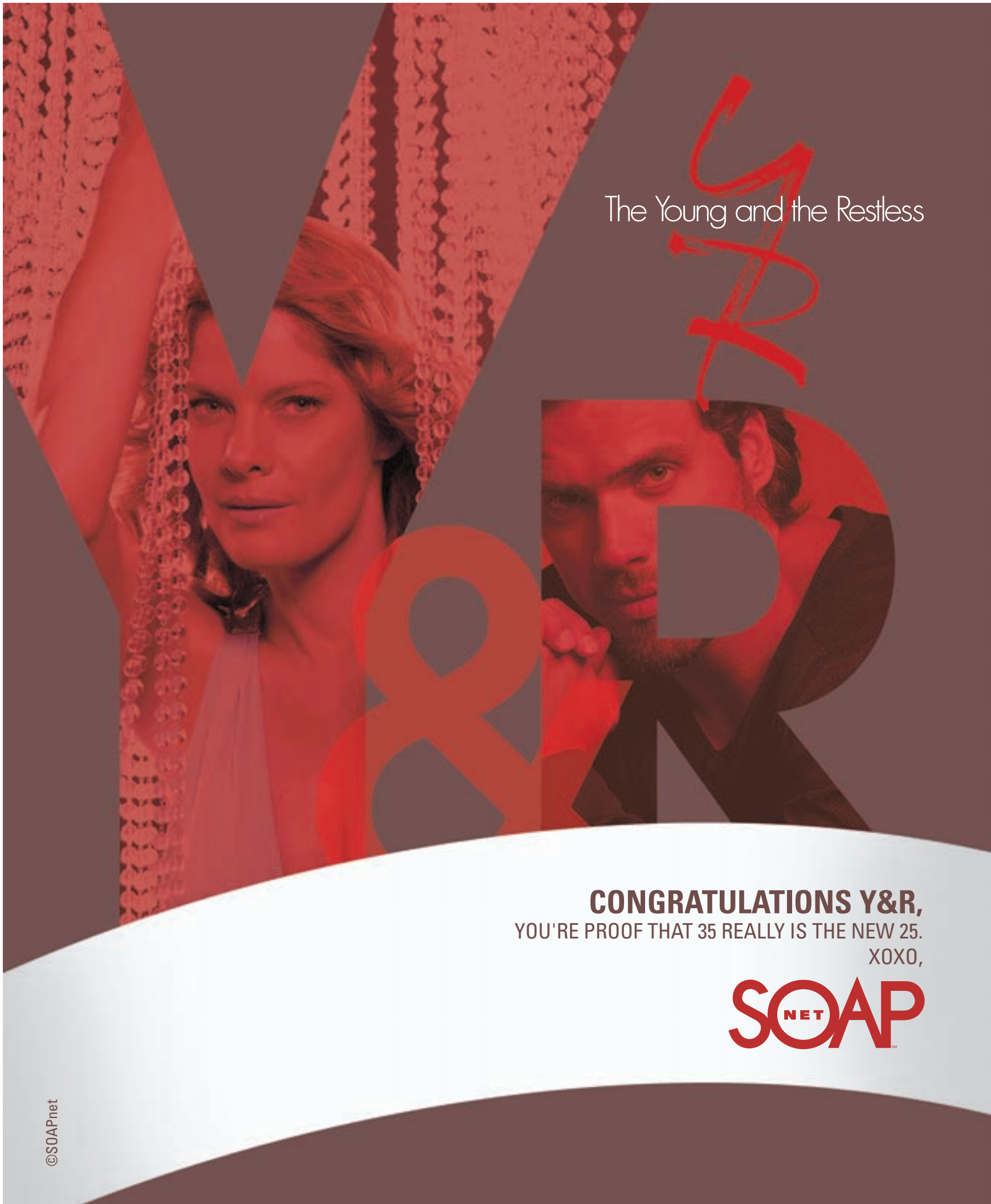
The Bell Family **Congratulates**



The Young and the Restless



for **35 Years** on Television



The Young and the Restless

CONGRATULATIONS Y&R,
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