

Mr. Thomas Vitale
Senior Vice President of Programming and Original Movies
Sci Fi Channel
1230 Ave. of the Americas, F115
New York, NY 10020

December 26th, 2004

Dear Mr. Vitale,

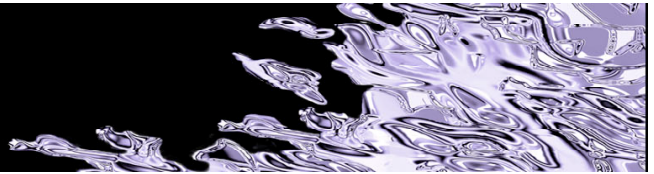
Congratulations on your new position within the Sci Fi Channel organization. As fans of the genre, and particularly, fans of *The Invisible Man*, Sci Fi Channel's wonderfully quirky original series of a few years ago, we have been discouraged by the direction the programming on your network has taken in the past few years. While we understand that the fundamental goal of any business is to make a profit, it has seemed to those of us who love the science fiction genre, that the quality of the product being offered on Sci Fi Channel has sadly declined.

Since we are a passionate lot, we science fiction fans, we have tended to keep track of who at Sci Fi (and other organizations) has proven themselves to be more supportive in the maintenance of certain quality standards in the programming offered on the channel. You have been among those reputed to have disagreed with the decision to cancel some of Sci Fi's most brilliant original programming for 'economic' reasons.

We would like to take this opportunity to encourage you to maintain your position as a voice of reason, and also to consider that programming is not the only 'commodity' your network has an opportunity to profit from.

In the case of *The Invisible Man*, fans – a large percentage of whom are female, and therefore not apparently acknowledged as a viable market for products – were vocal in our requests for merchandise tying into the series. There was (and continues to be) a desire for all manner of merchandise, most notably, region 1 DVDs of the series, as were made available for quite a number of Sci Fi's other series, including (inexplicably) *Black Scorpion*. We do not claim to be experts in the mysteries of network decision-making, but we would like to urge you to consider making those DVDs available, or even re-broadcasting the series on non-peak hours as you do with *Farscape*. Doing so would draw new fans to the show and create an instant market for the DVDs, and potentially, both a reunion film and other merchandise.

Evidence for this is seen in the recent (fall of 2004) broadcast of the series on Sci Fi Channel UK. The influx of fans into the fandom was remarkable. Several hundred new fanclub members joined the Imaniacs (the unofficial fanclub: <http://www.imaniacs.org/>) in that brief space of time, and traffic on fan-related sites increased noticeably. The caliber of the series is such that it has the potential to be considered as much a classic as *Farscape* or even *Star Trek*, if only it had properly supported and marketed at the time.



In our opinion, it is not too late for Sci Fi Channel to reap financial benefits from *The Invisible Man*. We sincerely hope that you will take advantage of the fact that there are 44 episodes of high-quality, witty, well-acted entertainment available to you as part of the NBC-Universal family, and the capital outlay would be minor in comparison to the possible profits to be gleaned by remarketing the show and considering a line of merchandise to appeal to fans.

Once again, congratulations on your new position at Sci Fi Channel. We speak not only for ourselves, but for fans of *The Invisible Man* world wide when we say that it is our hope Sci Fi can once again regain its position as a top-notch source for genre programming of wit and quality. The fact that NBC's original science fiction series, *Star Trek*, has achieved the stature it has, speaks to the power of well-done science fiction. *Star Trek* isn't, and never was, about anything other than the strengths and weaknesses of human nature, and how well-conceived characters deal with the challenges life presents them with. Whether those challenges are on earth or in space, the best science fiction is character-driven, even if the catalyst for it is technological – or alien.

The Invisible Man was as well done as anything currently on the air – on Sci Fi or anywhere else. Please give serious consideration to revisiting the series in some fashion, whether through syndication, rebroadcast, a reunion or merchandising. The results will likely surprise you.

Sincerely,

Suzanne Schellenberg
Alexzandria Zanier
Kristen Eshleman
Nami Kudo
Dawn Rice
Kathleen Finn
Invisible Man Marketing & Promotion

