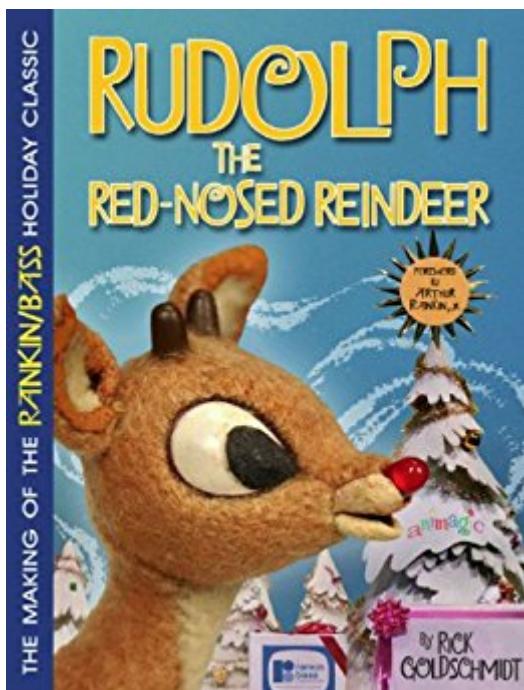


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# THE MAKING OF THE RANKIN/BASS HOLIDAY CLASSIC: RUDOLPH THE RED-NOSED REINDEER



## **Synopsis**

This book delves into the making of a RANKIN/BASS TV Classic: The ANIMAGIC animation process, the music by Maury Laws and Johnny Marks, the great Canadian voice actors, the script by Romeo Muller and the complete world of Arthur Rankin, Jr. and Jules Bass. The TV Special is almost 50 years old and still going strong! The highest-rated, longest-running TV Special of all-time! The foreword is written by Arthur Rankin, Jr. and the AFTERWORD is written by Academy Award winning PIXAR Director/Writer ANDREW STANTON (FINDING NEMO, WALL-E). The late, great PIXAR storyman Joe Ranft also lended a great helping hand with commentary as well.

## **Book Information**

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## **Customer Reviews**

For all of us, there are symbols of Christmas that were permanently etched in our minds in childhood. Few of those etchings come close to the magic that was created by Rankin/Bass holiday classic, 'Rudolph the Red-Nosed Reindeer'. No child can resist viewing it when it is televised, because it renders a timeless story about what it means to be human - exploring some of our failings and triumphs, as seen through the eyes of a child. This message is carefully delivered to us through the interaction of irresistible animated puppets. I consider myself a fan of the TV special, having seen it when it first aired in 1964 (I was eleven years old)... and virtually every time since,

that it has been aired. After reading Rick Goldschmidt's latest book (The Making of Rudolph the Red-Nosed Reindeer), I have a much deeper appreciation of what was involved in its production. Rick, once again, conducts exhaustive research on this Rankin/Bass classic... and then does an eloquent job placing the critical ingredients of the Rudolph TV Special on the pages of his latest book for us to ponder. We learn that the TV Special was successful because contributions to its success were made by a number of key people - all gifted in their own areas. Noteworthy, was the fact that a significant amount of animation fronting that was done during its production. We also learn that the TV Special was commercially feasible through the involvement of one of the premier technology companies of the day - General Electric. Rick's book pays homage to these creative individuals (and their work), while enabling us to appreciate them as well. The book includes not only a tidy assortment of 'one of a kind' behind the scenes pictures, but the 'original' screenplay. It is a fascinating reading, and will be on display on my coffee table throughout the holidays, and beyond. I highly recommend it.

Who hasn't wondered and marveled at the TV special that has been so much a part of holiday tradition since childhood? The foremost authority on Rankin/Bass, Rick Goldschmidt, takes us into a never-before-seen back stage world of misfit toys, reindeer and a certain dental elf with the most comprehensive history ever written about a single TV special. Generously illustrated with production photos, priceless artwork, period ads and collectibles, the story of the Rudolph special is as magical as the story of the misfit reindeer himself. Every aspect of the show is examined, from voices and music to animation and the song itself. The grand finale is Romeo Muller's actual early draft containing many "lost" sequences and plot ideas, including song concepts by Muller himself! Ask an elf to tie an umbrella to one of these books and sail it down to you ASAP!

I just received my copy of this book and I must say it has everything and more. With Rick's first book, It documented all of the RANKIN/BASS Productions as a PORTFOLIO and I love that book. This book gets into the Animation with the Animators, The Sound with the Sound guys, The voice actors with the Voice Actors and so on and so on! To top it all off, ANDREW STANTON and JOE RANFT (PIXAR/MONSTERS, INC.) make some interesting and relevant comments that put the legacy of the TV SPECIAL into perspective. Without a doubt....this book has a little SILVER and GOLD for everyone! Put it under your Christmas tree and let it shine! You may even hear it go....BLEEEEEP!

Although the author's passion for Rankin/Bass productions (Rudolph in particular) is very evident, I was a little disappointed that this book really wasn't purely dedicated to the making of the holiday classic which the title would imply. There is a great deal of space dedicated to the voice talents that brought the beloved characters to life but in my opinion not enough dedicated to the "animagic" work done on Rudolph. After reading the book I felt the \$30 price tag was a bit steep.

Note: This is only a review of the Kindle Edition. I purchased this book because I was always fascinated by the effects achieved in this holiday classic. While some technological aspects of the production are covered, there aren't too many secrets revealed. That being said, I did learn a lot, and the author even includes a copy of an early draft of the teleplay. My only real complaint is the poor quality of the scanned teleplay, which makes it difficult to read on my iPad. It's not impossible, but it does take some effort. Be patient and you should be able to get through it. Anyhow, I liked the book. It's a short read, but an enlightening one. Now I need to seek out a copy of the original show, so I can watch that lost "peppermint mine" scene.

After reading Rick's first book "The Enchanted World Of Rankin/Bass", which is a wonderful Tribute to Rankin/Bass, I was equally excited to read his second book, "The Making of Rudolph The Red Nosed Reindeer". This is a MUST HAVE for Rudolph Fans or Rankin/Bass fans. I appreciate and understand much more about what went into making this classic Christmas special. The perfect blend of talent it took to become a classic, one which my children enjoy now, as much as I did growing up watching Rudolph. Great illustration, with lots of behind the scene photos. Romeo Muller's Script was a Bonus! You won't want to put this book down!

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