

THE INCREDIBLE HULK

BIBLE

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(Note: The purpose of this production bible is to inform the writer of the basic series' structure, story format, character relationships and miscellaneous do's and don'ts that have been approved by both Marvel Productions and the network.

It is not intended to shackle the creative efforts of the writer, but rather its purpose is to provide a suitable set of guidelines within which intelligent and imaginative stories can be originated, yet maintaining the integrity and established success of the original property.)

GENERAL FORMAT NOTES

The "Incredible Hulk" is essentially a series about a man, Dr. Robert Bruce Banner. Because of a terrible accident now when Banner sees an injustice he is unable to rectify, when his frustrations at his human inability to right a wrong become too strong for him to control, he transforms into the Hulk. Dr. Banner's goal is very simple: He desperately seeks the cure that will enable him to lead a normal life without the fear of transforming into what he feels is an uncontrollable monster at the whim of his temperament.

However, what we intend to do with this simple format is different from the way in which the usual animated action-adventure series is handled. Unlike the complex plotting,

excessive use of action sequences and lack of character development seen in other shows, it is our intention to emphasize the dramatic moments and take the time for the human side of the story.

Although we will most definitely exploit the Hulk's action scenes to the fullest, we will NOT use the accepted means of action... action... action, at a speed that is too fast for the viewer to appreciate. Instead, we will see the same action sequence with slightly fewer separate pieces of action, drawn out at a slower, more dramatic pace.

If the Hulk were faced with a threatening army tank he would not simply grab it and toss it o.s. as we might see done in other shows. To heighten the drama we might see him stand fast, holding his massive arms out, letting the tank run into him and slam to a halt, cutting closer to see the treads grinding uselessly into the earth. We will take the time to see the soldiers inside, reacting as would any normal person to the incredible beast that is stopping their twenty ton tank bare handed. We might see the Hulk grab the barrel, slowly squeezing it in his hands, its metal groaning under the pressure of his enormous, green fingers. We would see the bystanders reacting in awe as the Hulk tears off the tank treads,

pausing to look at them inquisitively, as might some wild animal who had never seen one before.

A good action sequence will be extended to twelve or even twenty cuts so that its full impact and drama will be realized.

Cuts of bulging muscles, sweating brows, and crowd reactions and comments will be used to establish a greater sense of reality and depth.

While our stories will focus around Banner and the Hulk, the other characters, because of our interest in story and human relationships, take on more importance. Of course there will always be some disaster, bigger-than-life villain or deadly threat, but these will be dressed with real character relationships. In this way we will once again repair to the tried-and-true story progression of "peaks and valley", interspersing the heavy drama and action with lighter, more personal moments.

While this might seem to be breaking new ground for Saturday morning, it will be done at no sacrifice to action, drama, colorful villains, superpowers and all the things we have come to expect in a quality, interest-absorbing story. By having less we will in fact have more, because our audience will have the time to enjoy what they see!

LOCALES

The basic setting of the series is an Army Base in the,
south-western United States. Dr. Banner works at a
civilian research laboratory that is on the base, protected
by the military because of the sensitive nature of its
projects. This is not a "military series" and the use of
military equipment and personnel will only serve to highlight
the stories by providing tanks, planes and exotic weaponry
to create an interesting battleground on which to combat the
Hulk in the various situations created by the story lines.

Because of his ties with the international scientific community
as well as the military, Dr. Banner may wind up in any
location on earth. He might be sent by the Pentagon to a
secret missile launching site in the Antarctic, be escorted
by the Navy to an island where some potential disaster is
expected, or be attending a conference in Paris, London, or
Moscow.

Dr. Banner also has motives of his own that will take him all
over the globe: He is constantly seeking new ways to cure
himself of his gamma poisoning which has caused his
transformations into the Hulk. In so doing, he follows leads
to foreign countries where he suspects some scientist may

have something that can help him, or to some exotic jungle which might possess a rare herb that he feels he needs for his latest formula.

Another factor that can further move our stories off the base is because when the Hulk is in the heat of a battle the enormous strength of his legs enables him to leap great distances, possibly spanning the course of fifty miles during a single fight sequence. He could start a battle in the middle of a bustling city and wind up in a small, residential area where his presence is horrifying to the inhabitants. He might fight some antagonist atop a sophisticated flying machine, only to drop off over some tiny village on the island of Sicily, startling the villagers in the middle of a festival.

In other words, there are no restrictions to the locations in which we can find the Hulk.

VILLAINS & STORY CONTENT

Though some of the infamous Marvel Villains will definately be used during the course of this series, it should be understood that the intent is not to create a "villain-of-the-week" situation.

Because the Hulk and Dr. Banner are one in the same person,
the stories will spring from both of them. We may find Dr. Doom scheming to take over some country by tricking the Hulk into assisting him, but, just as likely, we may find a story coming out of Dr. Banner's personal life, perhaps with the threat of changing into the Hulk at some inopportune time being the thrust of the story.

Although there will not necessarily be bigger-than-life
villains in every episode, there will always be bigger-than-life
drama.

CHARACTERS

(A Brief Description)

DR. ROBERT BRUCE BANNER...a brilliant young scientist who was accidentally exposed to a massive dose of gamma power. Now, when he becomes emotionally agitated, confronted by an injustice he cannot personally combat, his frustrations mount and his body and mind undergo a startling transformation and he becomes:

THE HULK...a seven foot tall, greenskinned behemoth. As the strongest creature on earth, the Hulk is a misunderstood monster, much like Frankenstein's creation. Although a raging, seemingly out of control beast, the Hulk is basically good. He means no harm to those who mean him no harm. He only seeks to stop those who attack him or who do harm to others.

RICK JONES...is the only one who knows that Banner is the Hulk.
A streetwise sixteen year old, Rick is devoted to Banner (and thus the Hulk) because Banner saved his life and it was in performing this heroic act that Banner was exposed to the gamma power.
Rick works as a short order cook at Rio's Ranchero.

BETTY ROSS...is the daughter of the base commander, General Ross. She is a highly intelligent research scientist who assists Banner in his lab. She has fallen in love with him, but is frustrated because he will not commit himself to a permanent relationship.

Only we know the reason is Banner's fear that as The Hulk he might someday do physical harm to anyone around him. And so he tries to keep those he loves most at arm's length.

GENERAL "THUNDERBOLT" ROSS... is the blustering, by-the-book base commander whose major goal is to search out and destroy the Hulk. He can't understand why his daughter, Betty, wastes her time with a civilian like Banner, much preferring her to date:

MAJOR NED TALBOT...the base security officer. He's a rigid, short-sighted, implacable martinet with a jealous desire to discredit Dr. Banner.

RITA RIO...is a beautiful, sixteen year old Mexican-American girl who works as the cashier at her father's restaurant, Rio's Rancho, when she's not out cavorting with her boyfriend, Rick Jones.

RIO...is Rita's father. He's the owner of "Rio's Rancho," a small diner by the side of the highway in the lonely desert that surrounds the base. Rio is a jovial man with big ideas, a Mexican Ralph Kramden: honest but blustering. We will laugh with him, not at him.

THE HULK

The Hulk is unique. He is an "heroic" monster. He is not a ruthless savage out to mindlessly destroy anything in sight. Rather, he is a tormented beast, the inner, raging side of Dr. Bruce Banner.

The Hulk attacks only when he's attacked first, or to rescue those who are threatened by the evil doings of another. When the Hulk does attack it is in an explosion of unbridled rage. And it is through this rage that he looks at the world. If the Hulk, in one of his lighter moments, were to see a TV set, he might look at it curiously, then react to the sight of a fight scene on the news, smashing the set with his fist.

The only time the Hulk appears calm to any degree is when he's around Rick, but even then there is a restrained tension in him that looks as if it could explode at any minute. And Rick is acutely aware of this, never feeling totally safe with the Hulk.

When the Hulk's rage is spent (some time after he's stopped fighting or finished with the jeopardy that caused him to turn into the Hulk in the first place) he becomes tired and sleeps, his body transforming back into Dr. Banner.

Although the Hulk is not an evil monster, and would never hurt an innocent person or bystander, the viewer will never get the feeling that the Hulk is safe to be around. There will always be that uncertainty that something might break loose in him, causing him to attack those he seeks to defend. He might, in the course of action, hold a truck over his head, appearing ready to slam it down onto some innocent, only to toss it at the villains.

The Hulk is a misunderstood monster. He will always be the one who save the day, but he will cause so much alarm and damage in doing it that it appears he was the force behind the jeopardy, instead of the being who quenched it. General Ross, the media, and public opinion constantly blames the Hulk whenever he is involved in any event. Of course, some of the public does not believe the Hulk even exists.

HULK'S INTELLIGENCE

The Hulk is not stupid. It might be said that his mind is "clouded." It's as if he seems to know more but can bridge the gap to the higher intellect that is his as Dr. Banner. He has a lack of recall for things he knew before. As Dr. Banner, he may be aware of some deadly threat, but once changed into the Hulk, he might feel there was something he should know, strain

to remember, then fail and completely forget it.

The Hulk does not know that he is Bruce Banner. Sometimes he hates Banner and angrily expresses his confusions at the traces of Banner that show up in his environment (like a photo, a name tag, etc.). This confusion, and dim memory of "something to do with Banner," only fires more rage in the Hulk. The Hulk thinks being the Hulk is normal. He has no intention or desire to be anything else.

HULK'S EMOTIONAL RANGE

The Hulk is not always at the peak of his seething anger and violence. When he first changes from Banner to the Hulk we will feel the full force of his rage, but there is a latitude to his emotions that will add more dimension and depth to his character. He doesn't smile or appear cheerful, but he will sometimes calm down to a quieter state of curiosity, perhaps examining something he sees with an animal-like interest. His anger will not be gone at these times, only diverted.

At these moments he might wonder where he is and what to do with himself. Like a bull in a china shop, he might react with curiosity, innocently causing damage and frightening people, thus growing angrier once again in reaction to their screams or attacks. At first he would want to run away, but then he might

stand and defend himself.

It will be these moments that will enable the audience to better understand the true personality of the Hulk. They will feel sympathy for the innocence that is at the base of his anger and rage.

HULK'S PHYSICAL MOVEMENTS

Unlike the prime time television version, in the animated series the Hulk will not run or move quickly during action sequences (except when he leaps). On the contrary, an added degree of drama will be created by the heaviness of his movements. His motions will be relentless, unstoppable. And a far more frightening level of jeopardy will be achieved by having the Hulk lumber slowly toward his victims, allowing them time to run away. But the Hulk will continue after them, breaking through walls, impregnable fortresses, or rock caverns to reach them just when they start to feel safe.

The Hulk's slower, massive strides will be accompanied by dramatic sound effects that will become a familiar trademark of his power and determination. The scene will literally "shake" under his feet during the sequences of high drama.

CHANGING FROM BANNER TO HULK

There will be a minimum of two of these changes in any given episode (one in each act) and probably never more than three!

Unlike most other animated action-adventure shows in which we see the super heroes constantly, in this series we shall resort to the time-tested technique of making our audience wait for the moment when the Hulk appears. The viewer will wait in suspense, knowing by the action and music that the Hulk is coming about, cheering him on when he finally arrives to save the day. He will not be overused. Banner will probably transform only twice a show, once in each act.

To supplement these "live" appearances by the Hulk, and to insure that our audience never waits too long for him to appear, we will, at times, see various scenes of the Hulk in flashback, on TV Newsreel footage, in army reconnaissance films, etc. In this way, we'll get our super hero action and still maintain story drama.

In general, the Hulk's two major sequences in each episode will be toward the end of the acts, usually leading to a scene of high suspense and jeopardy to end act one, then again in act two to wrap up a dramatic plot.

A technicality: When Banner transforms to the Hulk he rips out of his clothing. How does he get clothes when he returns to being Banner? We'll do just what the comic book has done since the Hulk began: We'll ignore it. Of course, should some clever story point be made in relation to this, we might make an exception.

Here are some examples of moments which cause Banner to change into the Hulk. A threat to Betty or Rick, that he as Banner cannot thwart, whether the threat comes from a villain or from faulty brakes in a car...Seeing a villain about to commit some deadly crime and being unable to prevent it...An earthquake might knock Banner into a crevice. He can't get out. He rages against his lack of strength and then changes into the Hulk!...Being restrained by some hoods or being physically threatened would surely ignite the fuse that brings forth the Hulk!

For added dramatic impact, some of the transformations will take place at the most inopportune times. He might be feverishly working on a formula to save Rick from an unknown poison; he's been without sleep for three days; the formula isn't working; he's edgy and his frustrations mount - and just when he needs his brains and dexterous hands most, he transforms to the Hulk, who accidentally sends the chemicals crashing, destroying the life-saving formula! Or he might be on a date with Betty when a mugger approaches them and Banner cannot restrain his frustrations and he is ready to pop out of his seams at any second

right before her eyes!

Naturally all of the transformations will be done in such a manner as to prevent others from seeing that Banner is really the Hulk. There may be some close calls or suspicion, but that is as far as it will go.

HULK'S STRENGTH

The Hulk is the strongest creature on earth. His legs are so massive and strong that he can literally leap hundreds of yards in one bound. He might leap to a mountain peak or completely over a small hillside. He could leap from the street to the top of a skyscraper or vice versa. The Hulk could leap into the sky, knocking out a low flying plane, or grabbing onto it. He might leap after a helicopter and miss; unable to change his direction, he would wind up some distance away, lost and bewildered. The Hulk might span the course of fifty miles during one battle sequence. However, the frequency of the jumps should be kept to a minimum and should be used only when necessary to the action.

THE HULK DOES NOT FLY! His leaps should not give this effect.

The Hulk's arms are as enormous and powerful as his legs. He can rip open a tank or punch his way through a wall or into a mountain. He could scale the Empire State Building with greater ease than Kong (we might even see his powerful fingers dig into the limestone

side of the building as if it were made of chalk). Ripping a tree out of the ground would be a simple task for the Hulk, as would stomping his foot on the ground to open a gaping fissure or hurling a bus a half-mile.

The Hulk can also withstand a tremendous amount of force and abuse. Artillery doesn't phase him, nor would an avalanche or a laser blast. Certain things can slow him down, but they are always of some incredible magnitude — perhaps an amount of gas that would stop an army could make the Hulk dizzy...or a concrete bunker, if made thick enough, could hold him for a period of time.

If the Hulk is ever captured or restrained, his changing back to Banner might facilitate his escape. His shrinking in size could enable him to squirm out of his bonds. Banner's scientific mind might figure a way out that the Hulk could not.

CREATIVE USE OF FORCE

The Hulk is simply strong and has no other powers than those derived from his brute strength. Because of this we will employ what we call "The Creative Use of Force" to transform his massive strength into an endless display of visually different and dramatic effects. For example, if the Hulk were confronted by a tank he could disable it in many ways: he might simply pick it up and heave it into a ravine. He could stop it with his bare hands,

slowly tearing it apart, piece by piece. He might rip a telephone pole out of the ground and pound it into junk, or stomp his foot on the ground to open a fissure into which it falls. He could punch in the side of an empty building, sending a cascade of rubble down to bury the tank. He might rip up the asphalt and whip it like a rug, sending the tank onto its back. He could simply stand there, the hulking beast that he is, letting the tank fire at him until the crew panics and turns tail.

Care should be taken to prevent the Hulk from doing something that is obviously too intelligent or analytical. His actions should be more hostile and immediate rather than deliberate or thought out. And the Hulk will NEVER DO ANY COMEDIC OR LIGHT ACTION, like swinging a tree in the fashion of a baseball bat. The feats of strength the Hulk performs should always be imaginative and unique, rather than an endless string of forgettable action. Unusual scenes, like Fay Wray in King Kong's hand, will be the hallmark of The Incredible Hulk. An effort must be made to find new and clever action sequences.

HULK'S ACHILLES HEEL

Hulk's major weakness is the fact that the moment he begins to calm down he changes back into Dr. Banner. This will usually come into play when the Hulk has been trapped. Another weakness

for the Hulk, in terms of his success, is the fact that he does not think clearly. He might be preoccupied with one menace and fail to notice a larger one.

HULK'S SPEECH

He will speak in simple growling, Tarzanesque fashion, dropping out all but the necessary words to get his feelings or thoughts across. (He will NOT, however, refer to himself as "me", i.e. "Me will stop him", but will use the word "Hulk"). He can, if necessary, talk to Rick or any other ally, but will more often than not be talking to himself, like some wild animal expressing its thoughts aloud.

Simple speeches like, "Hulk mad!"... "Hulk not understand!"... "Must escape!"... "Can't remember!"... will be the most common statements made by the Hulk, though longer phrases like, "Must destroy machines-- Now!"... or, "Hulk not hurt Rick. Rick help Hulk before!" can be used to further express the Hulk's thoughts or advance story plotting.

The Hulk's dialogue should be at a minimum and NEVER WRITTEN IN SUCH A WAY AS TO SOUND COMICAL OR CHILDISH. When the Hulk becomes extremely angry he will forego words entirely, resorting to violent screams of rage.

DR. ROBERT BRUCE BANNER

Banner is a twenty-nine year old research scientist whose exposure to excessive gamma particles changed him from a normal mortal to a man who might transform at any time into the raging green beast that is the Hulk. He is good looking, extremely brilliant and very kind and caring. His personality would normally be very pleasant and cheerful but for the secret he keeps which tends to suppress his cheerful side. Dr. Banner works at a highly sophisticated, civilian research facility that is within the perimeter of the army base. He has no superiors in the lab and works on miscellaneous government projects (which can be specified, especially when they are an integral part of a story).

Banner does heroic things in his own right. It is when he cannot accomplish an important action that he becomes frustrated and transforms into the Hulk.

Banner loves Betty Ross and would give anything if he could entrust her with both his life and his secret. But he feels he cannot. This only serves to heighten his frustrations. He must hide his feelings from her, fearing that if he spent too much time with her she may someday be harmed by the Hulk. For this reason he won't allow himself to commit to a life with her. He sacrifices his own desires for love and companionship for Betty's safety.

Bruce Banner's closest friend is Rick Jones. He's the only one who knows that Banner is the Hulk, but even so, Banner tries to stay away from Rick as well, fearing he, too, may get hurt by the Hulk. The prime tragedy in Banner's life is the fact that he fears getting too close to those he loves the most.

Banner's attitude toward General Ross is one of toleration and though the General has no authority over him, he is a constant thorn in Banner's side. When implicated in some way (say as a spy) by the General or Major Talbot, Banner is always able to clear himself of any wrongdoings, but he always remains suspect in their eyes. On the other hand, Dr. Banner clearly dislikes Major Talbot, but only expresses it to Rick or to himself, fearing that any open break between them might cause attention that could someday lead to the discovery that he is The Hulk.

Much of Dr. Banner's actions, in terms of story, will be directed toward his search for the cure for his transformation into the Hulk. His quest might take him anywhere in the world. He is rarely seen simply relaxing. Now and then we may find him on a date with Betty or in some social activity (though he would generally have to be somehow forced into it).

Banner's reaction to the effects caused by the Hulk is an intense one. He is deeply disturbed when he sees the results of the Hulk's destructive actions. He can never quite remember what

happened when he was the Hulk and this leads to an astonishing fact: Banner believes what others say about The Hulk! When the newspapers or General Ross blame The Hulk for massive destruction or for permitting the escape of some villains, Banner believes them! The only one who could tell him the truth is Rick, and Rick will not always be present at these events. It is no wonder that Banner wants to keep those he loves from being near him. He himself believes he turns into a monster who not only might do something horrendous, but who does it time after time--according to the newspapers and General Ross and other "expert" eyewitnesses! So great is his revulsion for the Hulk that Banner will try anything to prevent his metamorphosis: he'll lock himself in concrete bunkers, risk taking concoctions that might be deadly and test formulas to suppress his emotions. His concern is never for himself; it is always over the harm that he may inadvertantly cause to others.

Example:

Picture Bruce Banner admiring a sculpture of Betty. He begins to soften, deciding to tell her his secret and finally get it off his chest, when suddenly a piece of action calls him away and he transforms into the Hulk. During the course of a battle, the Hulk's rampaging accidentally destroys the beautiful sculpture. Later, now Banner, he returns to tell Betty his secret, only to see the mangled sculpture. He is repulsed by the deadly menace that dwells within him and realizes he can never tell her!

RICK JONES

Rick is Bruce Banner's closest friend and confidant, the only one who knows his secret. He is sixteen years old, street-wise and down-to-earth. Like the Fonz he's tough, "cool", wise-cracking, and has a heart of gold. Rick recognizes the humanity in the Hulk and understands Banner's dilemma. His extreme sense of loyalty to Banner and the Hulk is born out of the fact that it was his fault that Banner is afflicted. It happened when Banner saved Rick's life from a gamma explosion.

Rick is protective of the Hulk, realizing that he is like some wild animal, unfamiliar with the workings of the world around him, capable of causing far more damage than he can prevent. Although deep down he knows that the Hulk would never purposely harm him, Rick treats him with caution, always on his toes, like an animal trainer would be with a rogue elephant. Rick is the only person in the world who has a continuous rapport with the Hulk; he talks to him (though not in a casual conversation). Rick might tell the Hulk when danger is coming or try to make him understand something vital to the resolution of a story. He might help the Hulk in times of extreme jeopardy. By the same token, the Hulk might somehow become aware that Rick is in danger and, without really understanding why, go off to his rescue.

Although devoted to Banner and the Hulk, Rick leads his own life. He has worked at every kind of odd job imaginable, giving him a lot of practical expertise he and the writers might find useful. But now is is employed as the short-order cook at "Rio's Rancho". This situation happily keeps him in close proximity to his steady girlfriend, Rita, daughter of the owner, Rio.

On occasion Banner might ask Rick to aid him in his lab for a specific experiment for which he can't use Betty without giving away his secret. Thus Rick can appear in two worlds: off the base at Rio's and on the base with Banner.

The Hulk and Banner are like a ball and chain to Rick, preventing him from leading a normal life. But he accepts what he views as his honor-bound duty and so earns our respect. The only one who doesn't understand Rick's concern for Banner is Rita, and their relationship is severely tested on those occasions when she wants to go to a dance, say, and Rick refuses because of an obligation to Banner/Hulk.

BETTY ROSS

Betty is the General's daughter and Dr. Banner's lab partner. She grew up as an army brat and learned a great deal from her travels with the General. Early on, her analytical mind and probing nature made the pursuit of science an obvious career choice. It is no accident that she is in a laboratory located on her father's base. General Thunderbolt Ross "pulled strings" so his one and only daughter could be with him. And now he might be a little sorry he did, for it was here on this base that she was assigned to work for Dr. Robert Bruce Banner and, to the General's great displeasure, fell in love with him.

Beyond his obvious scientific genius, Betty admires Banner's sense of purpose and integrity. She knows that he likes her (he says as much), but she can't for the life of her understand why he won't commit to a more meaningful relationship...like marriage. She is thus at the same time intrigued by him, fascinated and frustrated. You might liken their relationship to that of Superman and Lois Lane. Only this time, though, Lois Lane is in love with Clark Kent.

Betty might sometimes be put off by Banner's breaking of dates or staying away from her. She might go out with Major Talbot to make him jealous. (Banner would feel jealous, but would accept it as

a necessary evil!') The General, of course, would be delighted that there is a hitch in her relationship with Banner and even happier that she is seeing the Major. Betty might even go as far as agreeing with her father's views on Banner, seeing some truth to his pointing out Banner's apparent lack of interest in her.

Betty's relationship to the Hulk is perhaps the most interesting of all our characters. She doesn't fear or hate the Hulk as others do, but rather she finds something tragic about him, feeling sympathy, like "Beauty and the Beast." At the same time she doesn't understand why she feels the way she does. "Why aren't I running away from him?" she might ask herself at times of portending danger. Others might tell her to run for her life, to which she would reply, "No! He doesn't mean us any harm!" Again the viewer and Rick will be the only ones who know why she reacts the way she does. They will know that it is because she loves Bruce Banner and, in some way, this monster is Banner!

Betty tries to understand the Hulk, unlike her father who passes instant judgment on him: "He's a monster that must be destroyed before he can destroy us!" Betty might argue with a particular plan her father has for destroying the Hulk, perhaps even risking her life to see that the plan fails.

Her presence in Banner's lab puts her at the center of every

story. She can be involved in every level of plotting and character development utilizing her scientific expertise, her love for Banner, her frustrations over their unfulfilled relationship, her conflicts with her father over her personal life and their differences over The Hulk, all are rich, fertile territory for making Betty a major, positive figure in this series.

GENERAL "THUNDERBOLT" ROSS

General Ross is the base commander. He's a tough, blustering, by-the-book martinet. He may yell a lot, but somehow, down deep, we will sense that he means well. His nick-name of "Thunderbolt" comes from his lightning-like anger, which is usually stirred up by the Hulk. The good general is a soldier to the bone, and as such, he can't understand why his daughter wastes her time with a civilian like Banner. He'd much prefer her to be with a man like Major Talbot, a junior, yet weaker, version of himself and Talbot was one of the reasons he pulled strings to get Betty transferred to the lab on his own base. So what did she do? She fell in love with her boss, that strange civilian scientist named Banner!

General Ross might sometimes be used at the top of the show to identify some dramatic military plan to capture the Hulk or to explain some new government weapons system (that would later be tied into the story). He might be used for a touch of light comedy, usually off his blustering overreactions, though HE IS NEVER MADE TO LOOK LIKE A FOOL!

The General is used to giving orders and having them obeyed. He comes on firm with Betty as well, but she has that daughter's ability to wrap him around her little finger--except when it comes

to Banner and The Hulk.

When it comes to dealing with the Hulk, General Ross is fast and furious, reacting with a totally militaristic attitude. The Hulk is the General's one blind spot and his anger towards the green behemoth causes him to overreact every time (though not in his estimation). He's angry that the Hulk always seems to show up at his base and will take his men away from more important duties in a second if he thinks that there's a chance of capturing or destroying the Hulk.

The General's relationship to stories might be anywhere from an entire episode dealing exclusively with his secret plan to destroy the Hulk...to a lesser, more comedic appearance on the order of a corporal handing him an itemized list of tanks and artillery destroyed by the Hulk and the General's subsequent burning anger and nervous thoughts of how he's going to explain this to the Pentagon.

Talbot's attitude toward the Hulk is slightly more restrained than the General's. He'd love to beat the General to the punch by capturing the Hulk first and might covertly go out of his way (breaking orders perhaps) to do it. However, Talbot's desire to discredit Banner, thus winning Betty, appears to be paramount even over his desire to capture the Hulk.

Major Talbot is also curious as to why the Hulk always shows up near the base and is sure there's some hidden and important reason for it. He might even suspect that there is a connection between the Hulk and Banner, only to be cleverly convinced otherwise by Rick or Banner himself.

MAJOR NED TALBOT

Major Talbot is the Chief of Security on the base. He's good looking, trim, with a thin moustache and is the same age as Banner (29). But he is also rigid in his thinking, short-sighted and always out for himself. He wants desperately to advance militarily and is therefore a real "yes-man" with the General. He's what you might call "oily" and will be the only character in our show who we will dislike...much like Frank Burns of M.A.S.H.

Major Talbot always applies his "oiliness" to Betty. He's extremely jealous of her interest in Banner and perhaps this is the real reason he is out to get him. And out to get him he is! Major Talbot is certain that Banner is up to no good, figuring he's either a spy or just out to rip off the government projects he works on. He's always looking for some way to discredit Banner and is the type who would "throw the switch at the wrong time" if he thought it might be to his advantage in proving his case.

Talbot might be seen shuffling through Banner's desk at night, trying to find something to pin on him, rationalizing that what he's doing is in the name of "security". The Major is looking for something wrong with Dr. Banner almost to the point of creating the crime himself...but this he would never do, always staying just this side of the law.

RITA RIO

Rita is a sixteen year old Mexican-American "today" high school kid who works as a cashier at her father's diner after school and on weekends. She loves helping him, but she knows there's a big wide wonderful world out there beyond the sand dunes over the next hill--and she wants to go for it!

Rita used to do some cooking for her father until she got a little too creative with the ingredients and was relegated to cashier. She'll eat anything and loves to make crazy concoctions like "Chicken Cupcakes" or "Chocolate Chip Spaghetti" or maybe even "Hot Dog Milkshakes!" She's always trying to get Rick to taste her gourmet goodies with obvious comical results.

Rita applies the same enthusiasm and eager-beaverness to other things as well. She might try to fix a stalled car by putting Coke in the radiator or tie-dye a T-shirt with Tabasco sauce and guacamole.

She and Rick hit it off the minute they met and their only tiffs occur when he thinks she's paying too much attention to the high school football star or when she sees Rick give the new cute blonde cheerleader an extra scoop of ice cream in her malted. They can also argue over Rick's commitment to Banner and her commitment to her father, but mostly they enjoy each other's company.

Rick can be absent when Banner needs him because of both the job and Rita or when Rick must aid Banner he can take Rita along.

They'll make a great light-comedy investigative team when they set out to help Banner/Hulk. There are opportunitites galore to put Rita in jeopardy and to use Rio's Ranchero as representing the 'outside world' via truck drivers, motorists, the high-school kids who frequent it, as well as army and scientific personnel who stop by when they are off the base.

Rita's attitude toward the Hulk is very simple: he scares her!

When she sees him she runs like hell. There will be times when Rick would love to tell her his secret to get himself out of some mixup, but he never does.

RIO

Known simply as Rio, Rita's father is the owner of "Rio's Ranchero," a small diner by the side of the long, empty highway that leads to the base. Surrounded by cactus, sagebrush and sand, Rio's corny flashing neon sign attracts more desert flies than customers.

Rio dreams of turning "Rio's Ranchero" into a nationwide chain (a la McDonalds). He's always reading self-help books and like Gleason on "The Honeymooners", is constantly thinking up new schemes to improve business, draw in new customers, attract investors, etc. Sometimes his schemes might include Rick and Rita and his overwhelming enthusiasm make it hard for him to understand why they'd rather go off together to a drive-in movie.

We feel Rio should have a slight Mexican accent, surely not a Leo Carillo caricature voice and surely not with stereotypical Mexican phrases like "Carumba!" and the like, but still he just shouldn't speak like a WASP. We might go counter-to-type in some ways. For instance, he might hate hot food, peppers, etc. and Rick Jones might love them. "How can you eat those things?" wonders Rio after burning his mouth with a Rick delicacy.

(In a case like this we might easily play back the peppery hot food as a means for Rick to discern a thug who takes over the diner and holds everyone hostage.)

Rio gives fancy names to otherwise ordinary dishes. A truck driver might ask him for a BLT to which he'd respond, "Oh, you mean our pig in the garden special!" Or to find out how to improve his service he might ask a customer, "Tell me, sir... where did you hear about our friendly establishment? Through advertising? A friend? Television?" "Naw," the guy would reply, "I got a flat down the road!"

Rio hates the Hulk, too...but for a very different reason than anyone else. Every time The Hulk stomps around near the base he causes a small earthquake, breaking Rio's dishes, cracking the plaster, shattering windows, etc. It's enough to drive Rio crackers. He might even get riled enough to call the General on the phone, blaming him for the damage because he should have caught the Hulk by now!

Rio is a supporting character who gives Rita and Rick someone to play off. He is not a buffoon, but does provide comedy relief in sub plots and reactions. One of his grandiose schemes might very well provide a springboard for a story or a major plot complication.

SPRINGBOARDS"THE ORIGIN OF THE HULK"

This story will lead off the series and will set all the character relationships. The outline will be written by Stan Lee and will include a super-villain menace not present in the simple origin story.

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"THE TOMB OF THE UNKNOWN HULK"

This should be the second story.

An unusually heavy outbreak of solar flares appears on the surface of the sun. Radio and television transmissions are not the only things disrupted. The heavy bombardment of solar particles has an unexpected effect on Dr. Banner, causing him to randomly transform into the Hulk. It happens when he least expects it. Fearful of the sudden damage he might cause, he enlists Rick's help and builds a secret, underground vault, with walls of steel and concrete so thick no one or no thing can penetrate them.

Until the solar flares cease, Banner willfully entombs himself in the concrete cell, instructing Rick not to let him out no matter what he or the Hulk might do or say.

But once in the impenetrable prison the flares are not the only problem facing our tormented hero. DR. OCTOPUS jumps on the opportunity of the disruption of military communications by the sun's excessive activity and deploys one of his deadlier schemes. The Hulk is the only one who can stop him but he can't get out...and Rick is nowhere to be found!

"HULK: REST IN PEACE"

This is a later story in the series.

After a dramatic opening, reminiscent of the beginning scene in "Raiders of the Lost Ark," his long and desperate search may have come to an end at last as Dr. Banner finds what he believes to be a cure for the strange body chemistry that causes him to transform into the Hulk. After administering it to himself he goes through a grueling test (helped by Rick) in which he faces every possible situation that would normally cause him to transform into the Hulk. Happily, he fails to change and thus has succeeded in finding the cure!

It appears Banner and Rick will finally be able to lead normal lives and the world will no longer be confronted by the ragings of the green behemoth. The ramifications extend to Betty and the others as well, for Banner finally plans a beautiful evening at which time he will propose to Betty.

However, since we don't want this to be the last episode ever of The Incredible Hulk, there must be a catch...and there is! Just before Banner can propose, Betty and General Ross are accidentally trapped when a foreign spy sabotages a new weapon that is being tested on the base. There's only one creature on earth who can save them and he no longer exists. Banner's choice

is difficult: watch them die or willfully submit himself to another overdose of gamma and return to the Hulk, knowing that having used the antidote once he is now immune to it and will therefore remain as the Hulk!

"A DEADLY CURE"

When the evil LEADER shows up (he, like the Hulk, was transformed by exposure to gamma, but he was changed into the most brilliant yet evil mind in the world, with green skin to boot), Dr. Banner deduces, with the help of his computer, that the sinister villain might be the key to the cure he's been looking for. He figures that because the gamma affected him oppositely there is an element in the Leader's blood that will counteract the uncontrollable changing for Banner.

Like an undercover agent, Dr. Banner sneaks into the Leader's secret headquarters, but inadvertantly plays right into the trap. After a confrontation with the Hulk, in which the Leader and his amazing devices are the victor, the green genius attempts to raise the Hulk's intelligence, thus creating a super-strong slave to compliment the Leader's superior intelligence.

As a sub plot, Rick is offered an exciting job in a rock band that will finally take him away from Banner. After Banner's urging him, Rick takes the gig and leaves for an exciting opening night in New York City...until he finds out about the Hulk's dilemma and splits just before the curtain rises, blowing his career in order to help the Hulk!

Here are one-liners which should be first-rate concepts for this series.

* * *

A program in which Spider-Man makes a major guest appearance.

* * *

BANNER needs money to pursue a major clue to a cure. After first dismissing a full-page ad requesting the Hulk to appear: a) on a "That's Incredible" type show, or b) as a challenger for the World's Heavyweight Championship, or c) at try-outs for a professional football team, he decides The Hulk should do it. He'll get the money, The Hulk will deliver as promised, and all will be okay. --Only it isn't. Because the sceme is just a front for a major criminal operation.

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- DR. JEKYLL & MR. HULK - Banner & Hulk split into two beings
- DINOSAURS - back in time, better Savage Land
- FRANKENSTEIN - Dr. F. (Stein?) uses Hulk to prove ancestor ^{was right}
- DOOM'S ROBOT - even Rick believes he's a criminal

[Script idea notes made by Marvel Productions writer, Donald F. Glut]

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- **** - DOOM'S ROBOT - even Rick believes he's a criminal
[Dr. Doom making a Hulk robot and using it for evil purposes, with Hulk getting blamed]