

[SEARCH BLOG](#)[FLAG BLOG](#)[FOLLOW BLOG](#)Next Blog»[sal1mineo@hotmail](mailto:sal1mineo@hotmail.com)

POPSURFING.COM

SURFING THE WAVES OF POPULAR CULTURE
BY MICHAEL GILTZ & FRIENDS

MONDAY, OCTOBER 09, 2006

How The NY Times Blew Their Big Entertainment Story Of The Day

The New York Times did a major piece today on Warner Bros., a studio that's had a very tough year, thanks to flops like "Lady in the Water," "The Ant Bully" and "The Poseidon Adventure." This weekend is the first weekend they can hold their heads high, thanks to the \$27 million opening of "The Departed." But the article is filled with questionable assumptions and one doozy of a misjudgment.

First, the headline (not written by the writer, presumably) says "After Big Flops, Warner Hopes For 'Sleeper' Hits With Smaller Films." Now even in today's inflated Hollywood, \$90 million for a gangster drama is hardly a "small" film. And surely NO movie starring Jack Nicholson, Leonardo DiCaprio, Matt Damon, Martin Sheen, Alec Baldwin and Mark Wahlberg in major roles could ever be described as small. No, Scorsese is not a big commercial director, which is all the more reason to acknowledge this as a major commercial, accessible film by his standards. Furthermore, the words "sleeper hit" can never describe a movie that opens on more than 3000 screens. It just shows a complete lack of understanding about the business.

Then you have the odd claim that Tim Burton was not an obvious choice to direct "Charlie and the Chocolate Factory" and Johnny Depp was not an obvious choice to star. In what universe? They seemed like the IDEAL people to shepherd that movie and everyone said so when it was announced. Gee, Johnny Depp was only coming off the biggest hit of his career -- the family friendly "Pirates of the Caribbean." (Not to mention the appealing "Finding Neverland.") Why WOULDN'T he be your first choice to play Wonka? Tim Burton -- part of the Warner Bros. family -- was equally obvious to direct and perfectly suited to the quirky story. Sure, give credit to WB for not panicking when Depp delivered such a bizarre performance (and turning it into a smash hit). But the actual decision to hire those two was a no-brainer.

FAVORITE LINKS

[Americablog](#)

[Five O'Clock Lightning baseball blog](#)

[Deep Pop -- Lori Lakin's Blog](#)

[The Back Page -- Jason Page on ESPN Radio](#)

[Cine-Blog -- George Robinson's Blog](#)

[Documents On Art & Cinema - Daryl Chin's Blog](#)

[Brucie G's Wondrous Blog Of Adventure and Mystery -- Bruce Greenspan's Blog](#)



BLOG ARCHIVE

▼ [2009 \(17\)](#)

▼ [July \(3\)](#)

[1939 -- The Greatest Year For Movies](#)

[Swimming Bans Those Hi-Tech Suits!](#)

[Best Movies Of The Year -- The Master List](#)

▶ [June \(3\)](#)

▶ [May \(1\)](#)

▶ [March \(2\)](#)

▶ [February \(1\)](#)

▶ [January \(7\)](#)

▶ [2008 \(86\)](#)

▶ [2007 \(781\)](#)

▶ [2006 \(2412\)](#)

▶ [2005 \(5\)](#)



CONTRIBUTORS

[Michael in New York](#)

[Biboy](#)

