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SURFING THE WAVES OF POPULAR CULTURE
BY MICHAEL GILTZ & FRIENDS

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Namechecked In Variety

If I can't write for Variety, at least I can get quoted in Variety. A [new article in Variety](#) about the success of Pixar's *Up* quotes [my Huffington Post article](#), which dissed the Wall Street critics who questioned the film's potential and dissed the New York Times for factual errors and letting the analysts mouth patent untruths when making their case. (Not to mention ignoring how analysts have been wrong about Pixar films time and time again.) All good.

Two minor problems. The Variety article implies that I chided analysts and the New York Times AFTER the movie *Up* opened to glorious reviews and excellent box office. But I deserved a little more credit than that. In fact, I wrote my detailed critique six weeks ago, the very day the New York Times article appeared. And I didn't intend to write "mockingly;" I was highlighting mistakes that should have been corrected by the Times as well as numerous instances where the analysts quoted were shortsighted, misleading or just plain demonstrated a lack of knowledge about the business they're supposed to be talking about. Still, it was fun to see myself quoted in Variety, a trade paper I've been reading since I was a little kid growing up in South Florida.

But the other problem really hurt: they spelled my name Glitz instead of Giltz. I suppose it's my fault for not changing it to "Michael Gannon" the way I wanted to when I was twelve years old. (NOTE: And now it's been corrected! Thanks Mr. Lowry.)

P.S. By the way, the article gives one of the analysts (Pali Research's Richard Greenfield) a chance to redeem himself...and he falls flat on his face. First, rather than acknowledge that *Up* got off to an excellent start, he pettily says "It's hard to call success/failure for the film after one weekend...especially given the fact that 5% fewer people saw the film opening weekend than 'WALL-E.'"

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