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SURFING THE WAVES OF POPULAR CULTURE
BY MICHAEL GILTZ & FRIENDS

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Silly Article On "Idol" Album Sales

USA Today does an article on CD sales of "Idol" alumni. They're "slowing." Example number one: the THIRD album by Ruebn Studdard. Think about that for a moment: winning or even appearing on "American Idol" can hardly be expected to give you a never-ending career. It's remarkable how MANY people from "Idol" have actually been able to launch their debut solo albums. Is it really a sign of failure that not every artist will have a lengthy career? Of course not. Kelly Clarkson has proved you CAN have a meaningful career launching from "Idol." And Studdard may too: his third album has received better reviews than his first two. Carrie Underwood is a smash in country with her debut. Josh Gracin has enjoyed a string of country hits. Clay Aiken had a smash debut and a solid Christmas album -- his third album is doing poorly and Aiken has complained he wanted to do originals but was forced to do an album of covers. Fantasia had a string of R&B hits. Jennifer Hudson is starring in the potential smash musical "Dreamgirls," widely picked to be an Oscar favorite. I could go on and on. To suggest that "Idol" is losing steam because everyone associated with it isn't having a long-term career is silly. More to the point, a remarkable number of them ARE building careers. And the same week Ruben's new album premiered, Diddy's new album hit #1 -- but at least 300,000 copies lower than his last album. CD sales are down in general right now. But you can't blame Diddy on "Idol."

POSTED BY MICHAEL IN NEW YORK AT 11:50 AM



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