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SURFING THE WAVES OF POPULAR CULTURE
BY MICHAEL GILTZ & FRIENDS

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"Wall Street Journal" Botches Story On "Studio 60"

It took two people to write a story for the Wall Street Journal on "Studio 60 On The Sunset Strip." They both got numerous facts wrong. Basically, the article wonders if a show that has very few (but very rich) viewers can survive. They say "no" (and indeed "Studio 60" will be cancelled) but they're asking the wrong questions and getting their facts messed up in the process.

1. They say viewers for "Studio 60" in its most recent week were about 4 million -- Wrong! As their own chart included with the article shows, "Studio 60" scored about 7 million viewers the last time it aired.
2. They say the last week "Heroes" aired before "Studio 60" it drew about eight million viewers -- Wrong! The last week they were paired, "Heroes" reached about 14 million viewers. They might have confused total viewers scores with the scores for the coveted 18-49 demo, but even then their figures are closer but still off.
3. They say "Friday Night Lights" did worse in the time slot, dropping 10% from the average of "Studio 60" -- technically correct, but very misleading and ultimately wrong. Yes, the "average" for "Studio 60" was higher than the one-week showing of "FNL." But "Studio 60" opened to tons of hype (as opposed to the under-the-radar "FNL") and has the biggest new hit of the season "Heroes" airing right before it. It's ratings have dropped every week since it debuted, even as the numbers for "Heroes" get better. The fact is that the one-time airing of "FNL" did BETTER than the previous week's episode of "Studio 60," even AFTER adjusting for the higher lead-in from the growing hit "Heroes." In other words, "FNL" did a better job of holding onto the audience of "Heroes" than "Studio 60." To suggest otherwise is either ignorant or an example of a reporter trying to stack the deck in favor of the storyline they prefer.
4. They claim overall revenue for a show depends on overall audience -- Wrong! Way wrong. Advertisers mainly care about the 18-49 demos and they definitely pay more for wealthier, more educated viewers. This

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