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# Wallstrip's Tips

On CBS Interactive,  
Wall Street smashes up with pop culture

Surf over to wallstrip.com and one thing is immediately evident: This isn't your father's financial news show. As host Lindsay Campbell noted in the program's October 2006 debut, *Wallstrip* covers the intersection "where stock culture meets pop culture." Each four-minute daily episode dishes out information on cultural trends and their corresponding market movements—along with a heavy helping of humor.

Campbell can be seen reporting from a New York street (carefully balancing a tray of lattes as she states Starbucks statistics) or from the kitchen of *Wallstrip's* Lower East Side studio (as she sings a country ditty about a gaming-company stock). The corporate subjects of such half-serious scrutiny are selected from a list of securities that *Wallstrip's* creator—Arizona-based hedge fund manager and trend-watcher Howard Lindzon—identifies as trading at their all-time highs. The list is then narrowed, Campbell explains, to those that the show's co-creators and head writers Adam Elend and Jeff Marks

the business world to attend acting school in Denver. Having relocated to New York, she landed her Internet hosting gig, appropriately enough, through an ad on craigslist.com.

Being the face of *Wallstrip*, and in particular conducting the show's quirky interviews with captains of industry each Friday, does require a certain degree of business acumen, Campbell says. But the show's producers preferred to cast an actor who could ask intelligent questions rather than seek out a financial journalist willing to wander Wall Street in a bear suit, offering hugs to short sellers, as Campbell ended up doing when the Dow crossed the 14,000 mark.

Now tossing around economic lingo like an insider trader, Campbell has caught on with the web-savvy set, with wallstrip.com currently attracting thousands of unique views daily. Many more viewers find



Host Lindsay Campbell presents real news and carefully considered advice—with a bit of humor—at wallstrip.com.

**Each four-minute daily episode dishes out information on cultural trends and their corresponding market movements—along with a heavy helping of humor.**

believe they can have the most fun with; hence, restaurant chain Jack in the Box, which lent itself nicely to a rap-music video extolling the virtues of both fast food and common stock, before lumber industry futures.

All kidding aside, the information *Wallstrip* presents is real, and the advice carefully considered. In fact, quite a few of the show's picks were up as much as 200 percent as of this past summer.

The 30-year-old Campbell graduated from Stanford University and worked for a Silicon Valley startup before leaving

Campbell's flagship *Wallstrip* show, as well as newer offerings on wallstrip.com, such as Lindzon's blog (titled Naked Putz) and a second regular show profiling upcoming IPOs, as a viral video, stumbling upon episodes on YouTube, iTunes and the many other partners of *Wallstrip's* parent company, CBS Interactive.

Campbell says that, so far, no one rating captures the extent of the show's fan base across the Web, but she does have her own gauge. "My only personal metric is how many people try to add me as a friend on Facebook," she says.

"We do get a lot of feedback—including the occasional critique of what I was wearing."

One common comparison that Campbell hears from fans is to Comedy Central's *The Daily Show* with Jon Stewart. *Wallstrip's* producers take that as a huge compliment, she notes. "But the main difference is that our mission statement is pretty narrowly focused on stocks at all-time highs," Campbell clarifies, "and that's for a reason. The stock world is so saturated, you can get whatever analysis you're looking for to come out of your printer just by pressing a button. So *Wallstrip* was designed to be a very specific way to consume information."

Campbell says that viewers are drawn to the show's irreverent, informal tone, and respond to its interactive nature. "And as CBS as we get," she promises, "we always want to be that show that we started out to be—with a real, authentic person talking to you, the viewer, as though we're all in it together." ■