

# Thought Of The Day: Longevity Matters

On the eve of Dynamite's Debut, keep something in mind. April 6, 1995: Monday Nitro has not debuted.

April 6, 1996: Monday Nitro isn't much of a show and WCW is kind of a mess.

April 6, 1997: Monday Nitro hasn't lost a night in the Monday Night Wars in about eight months and the WWF looks more confused than anything else.

April 6, 1998: Monday Nitro has beaten Monday Night Raw 82/83/84 weeks in a row (the number is harder to nail down than Goldberg's winning streak).

April 6, 1999: Monday Nitro is turning into a disaster and things aren't getting better.

April 6, 2000: Monday Nitro is a dumpster fire and the second worst show of the week, only after Thunder.

April 6, 2001: Monday Nitro is canceled and WCW is out of business.

The show, which beat Monday Night Raw for over a year and a half straight, came and went in less than six years. I have no idea what Dynamite is going to do tomorrow, but it doesn't matter what they do in their first week. What matters is their 50th week, their 100th week and their 572nd week, and all points in between. Don't get excited or discouraged after one show and see where this goes in the long term, because tomorrow night is a page in a story, not the whole book.