

**Signals in the Static:** Former Van Halen rocker, **David Lee Roth**, 48, is training to become an emergency medical technician in NYC. U2's **Bono** joins a Silicon Valley investment firm that plans to invest in media projects. The **UPC bar code** turns 30. Singer **Christine McVie** turns 61. Died: **Bob Bemer**, 84, who helped invent the ASCII coding system to represent text in a computer; **Danny Dark**, 65, commercial voiceover actor ("Sorry, Charlie"); **Jack Morton**, 94, who pioneered bringing headline entertainers to corporate events.

**Geely Group**, a Chinese automaker, announces plans to export its small Ulio sedan (US\$7,000) to the United States. A new service will let **Nextel** subscribers record voice messages and send them to anyone with an email address (\$7.50/month). **RealNetworks** launches an online service that allows high-speed Internet users to download and watch movies shown on the **Starz** cable channel. The '80's hit toy, **Cabbage Patch Kids**, will be re-launched next month. **The Girl Scouts** drops its Junior and Cadette programs in favor of "Studio 2B," a program that features T-shirts instead of uniforms and charm bracelets instead of merit badges.

The Libertarian magazine, **Reason**, distributed its June issue with an individual cover for each of its 40,000 subscribers. It showed a satellite photo of each subscriber's neighborhood, with their house circled and the subscriber's name printed in large type. Beginning in October, **The Weather Channel** will automatically tailor commercials to the forecast, enabling, for example, a car company to run spots for convertibles only where the sun is shining. Taking part in the current pilot program are heavyweight advertisers **Home Depot**, **Kraft**, **Six Flags**, and **Toyota**.

**Local News:** The NY Yankees have stopped selling **Cracker Jack** at their stadium. **Coca-Cola** unveils a 30-ton, \$6.5 million sign in Times Square. The City of Los Angeles considers allowing hybrid cars to park at meters at no cost. Tennessee will test a GPS system to track paroled rapists, keeping them away from playgrounds, schools, or the homes of victims. **MetroNaps** offers 20-minute naps (\$14) on the 24<sup>th</sup> floor of NYC's Empire State Building. In East Bay, California, **Joe's Bstaurant** is an "underground" restaurant that has operated out of a vintage bus for six years. Open only on Mondays to deter health inspectors, Joe requires a personal invitation from a current customer for admittance. His traditional Italian dinner (there's no menu, instead, diners just point to what others are eating) is \$12, payable to the fare collection box.

**Blame Lindsay Lohan:** In 2003, 280,401 American women underwent breast augmentations, a 12% rise over 2002. The number of 18-year-olds who underwent breast-implant surgery nearly tripled last year, from 3,872 in 2002 to 11,326 in 2003. *NY Post*.

**What's an American?** In 1980, nearly three in four Americans said their families were originally German, English or Irish. By 2000, the proportion had dwindled to about one in three. For the first time, more Americans describe their ancestry as African or African-American than English; more as Mexican than Italian; and nearly as many Vietnamese as Cuban. The largest-growing group identified their ancestry only as "American," up to 20 million in 2000 from 12 million in 1990. *N.Y. Times*.

*Reminder:* JOHO will publish a combined August-September issue in September.