

Signals in the Static: **Madonna** (who turned 47 last month) was paid \$8 million by Motorola for appearing in an ad for their new Rokr phone. Former Beatle **Paul McCartney** will appear in an ad campaign for Fidelity Investments. **Christie Brinkley**, 51, CoverGirl's first model (mid-70's), returns to promote the brand's new line of makeup for women over 30. Rocker **Jack White** is writing a new Coca-Cola jingle. **William Shatner** will join opera star **Frederica von Stade** in singing the theme from *Star Trek* at the Emmy Awards this month. **Marc Jacobs** creates the Little Marc clothing line for fashion-savvy 2-7 year-olds. Comic characters **Blondie** and **Dagwood Bumstead** celebrate their 75th anniversary. **Lance Armstrong** turns 34. Died: **Robert Moog**, 71, the father of electronic music; **Garry Thomas**, 83, the inventor of the frozen TV dinner.

Elementary schools in Broward County, Fla., now have playground signs that read, "No Running." The new central terminal in the **Seattle-Tacoma International Airport** features unbolted chairs that can be moved by waiting passengers. **Anheuser-Busch** launches **Tilt**, a raspberry-flavored malt beverage loaded with caffeine, guarana and ginseng and with an alcohol content ranging from 4 to 6.6%. **Coca-Cola** will bring back an energy-enhanced version of **Tab**, first introduced in 1963. **Honda** will introduce the first motorcycle with an air bag next spring. Members of the 1960s revolutionary group, the **Black Panthers**, launch a hot sauce and clothing line in honor of their 40th anniversary. Visitors to **Walt Disney World** in Florida must get their fingers scanned before entering the theme parks. Shoppers at the **ContainerStore** in NYC register a credit card number at the counter and receive a wireless, hand-held scanner, which they use to scan and pay for their desired items, which are delivered to their homes the same day.

Advertising and Media News: **HMO Kaiser Permanente** uses Bob Dylan's '60's anthem, "The Times They are A Changin'" in a TV commercial. **Sirius** satellite radio launches a 24-hour, all-**Elvis Presley** channel. **Clear Channel** will introduce "ad-lets," *five second* radio spots to compliment their :30's and :15's. **Kansas'** song "Dust in the Wind" is the soundtrack of **Subaru's** new TV campaign. The song had been banned from radio after 9/11 by Clear Channel. **Stolichnaya Vodka** installs Web-based jukeboxes in bars to survey vodka drinkers. **Playboy** will launch a digital addition of the magazine with its October issue. The September issue of **Vogue** contains a record 691 ad pages, forty more than last year's issue, including 8 pages from first time advertiser, **Wal-Mart**. **Sears** ends a 43-year agency relationship with **Ogilvy & Mather Worldwide**.

Spring '06 Fashion Outlook: Look for beading, embroidery, ribbon-trimmed skirts, and soft style lines. Images of skulls, Jesus, and cultural icons (JFK, Rolling Stones) are mixed together. We'll also see vintage-looking Hawaiian prints and '50s floral patterns. Ethnic-looking footwear like clogs, boots—cowboy, slouchy, embroidered—and knit shoes will be popular, along with shoes with Velcro closures. The number of socially responsible and earth-friendly clothing brands is growing rapidly.

Evolution Under Siege: A recent survey found that nearly 2/3 of Americans say that creationism should be taught alongside evolution in public schools. 42% held strict creationist views, while 48% said they believed that humans had evolved over time. But of those, 18% said evolution was "guided by a supreme being." In all, 64% said they were open to teaching both views, while 38% favored *replacing* evolution with creationism. *Pew Research Center*.