

Signals in the Static: **Tom Hanks** will star in *How Starbucks Saved My Life*, a movie about an ad executive who loses his job and has to work at the coffee chain to survive. **Steven Spielberg** joins reality TV producer **Mark Burnett** to find the "American Idol" of unknown movie directors on FOX-TV's upcoming *In the Lot*. Calvin Klein re-signs model/cocaine user **Kate Moss**, 14 years after she was first hired as their spokesperson. Sprinter **Ben Johnson**, sent home from the 1988 Olympics in disgrace after testing positive for drugs, appears in new TV commercials for Cheetah Power Surge, a sports drink. **Hugh Hefner** turns 80. **Iggy Pop** turns 58. CBS-TV's daytime drama, *As the World Turns* turns 50. The *Palm Pilot* turns 10. Died: **Robert C. Baker**, 84, inventor of the chicken nugget and chicken hot dog; singer **Gene Pitney**, 65, "Only Love Can Break a Heart."

Burger King will offer its customers four different BK-branded Xbox games. **Harley-Davidson** opens its first dealership in China. **Georgia Pacific** introduces a lemon-scented paper towel under their **Sparkle** brand.

Local News: **St. Louis, Mo.**'s minor league baseball team, the "Gateway Grizzlies," offers their fans a hamburger topped with cheddar cheese and two slices of bacon between a "bun" made of a sliced Krispy Kreme glazed donut (\$4.50). **Kansas** police are testing a wireless fingerprint scanner/database able to be carried in patrol cars. **Charlotte, N.C.** police are placing posters of wanted criminals on the sides of commercial trucks. **Kingfisher, Okla.** becomes the first U.S. community to offer residents *wireless* television and Internet service. The 247 Connection Church in **Hickory, N.C.**, suggests its worshipers bring their laptops to services so they can instant-message the speaker with questions and comments.

Media News: **IBM, Burger King, Purina** and **GM** create ads for video iPods. Porn star **Jenna Jameson** appears in podcasts for **Adidas**. The first **Emmy** for Internet, cell phone, and iPod programs will be awarded next year. **Nike** and **Google** launch the first invitation-only Web site (joga.com) for soccer fans. **ReacTV** is an all-game show cable network that allows viewers to play along with the programs without expensive set-top boxes.

Beverage News: **Redwood Valley** (and other California vintners) offer **organic and biodynamic wines**, made without pesticides and minimizing damage to ecosystems. Coming from **Anheuser-Busch**: **Prism**, an energy water, and **Spike's**, a flavored (chocolate, lime, mango) shooter containing 40% alcohol meant to be poured into a glass of beer. **Starbucks** will sell a banana-flavor **Frappuccino** drink this summer.

American Girl Place: Mattel opens its third location (LA) where families can spend up to \$200 for a doll; \$20 for a visit to the "doll salon" and \$18 for lunch. americangirlplace.com

Find Parking Online: **SpotScout** (Boston and NYC), gives drivers real-time parking space availability. It also allows private, home parking space owners to make their spot available to other motorists. These "SpotCasters" set their asking price and the time they wish to make their space(s) available, then instantly place the information on SpotScout's network. Both reservations and payment take place online or via Web-enabled mobile phones.

No Time for Leisure: Since 1973, the median number of hours that Americans say they work has risen from 41 a week to 49. Leisure time, meanwhile, dropped from 26 to 19 hours a week over the same period. *Harris Interactive Poll*.