

Signals in the Static: "American Idol" winner **Kelly Clarkson** stars in commercials for Ford. **Elvis Presley** (dead) and **Dolly Parton** (alive) share a limo in a new commercial for the Tennessee Dept. of Tourism. The estate of **Jimi Hendrix**, who died in 1970 at age 27, choking on his own vomit after ingesting alcohol and sleeping pills, licenses his name and image for a vodka called Hendrix Electric. The **Empire State Building** turns 75. Died: Test pilot **Scott Crossfield**, 85, the first person to fly twice the speed of sound.

"My Bare Lady," a new reality TV show from **Fox**, will cast four leading porn actresses in a classic piece of drama to be performed in London's West End (with their clothes on). **The U.S. Army** will now permit soldiers to have tattoos on their hands and back of their necks as long as they are not "extremist, indecent, sexist or racist."

Nokia will open retail stores in Chicago and NYC this year. **Hyatt Resorts** launches "HyaTTeen Suite 16" sleepover birthday parties (2 adults and 6 guests/\$2,500+) for girls. **Aeros** (20/\$30) is a smokeless cigarette that does not need to be lit. Users snip off both ends of the plastic tube, inhaling tobacco flavor and nicotine, but no particulates. A tube can last 3 days. **Kellogg** will introduce *organic* **Frosted Mini Wheats** in July. **Toyota** will launch its new small car, the **Yaris**, with 10-second commercials beamed to mobile phones. **VW** will re-introduce the **Rabbit**, sold from 1974 to 1984. **Fender** creates licensed guitars (Hello Kitty, \$200; NASCAR, \$400; Alabama's Crimson Tide, \$500). **Bennigan's** offers a BBQ Bacon Cheeseburger Pita, The Tavern Cheeseburger Salad, Bacon Ranch Cheeseburger Salad, Cheeseburger Egg Rolls and a Cheeseburger Dip with Waffle Fries. Pastor Troy Gramling gives a \$10

Starbucks gift card to those who visit his Cooper City, Fla. Southern Baptist church for weekend religious services.

Summer Fashion For Women: Skinny jeans with a tapered, '80's punk look tucked into a pair of boots; long shorts for office wear; short shorts of silk-lined wool or crisp cuffed linen paired with chunky pumps and a floaty blouse for nightclubbing.

Consumer-Generated Advertising: Companies that currently invite their customers to create marketing imagery for them include Converse, Adidas, Chevy, Mercedes, Mazda, Burger King, Sony, and Coors Light. *Brandweek*.

Clutter Increases: Commercial clutter in prime time increased 2% on broadcast TV and 5% on cable in 2005 from 2004. ABC had the most non-program minutes at 15:26 per hour, up from 15:21 in 2004. On cable, MTV had the most clutter, with more than 16 minutes of non-program material per hour, up 20%. *MindShare*.

MooBella: These new vending machines make fresh ice cream to order in 45 seconds. They have a touch screen display that shows the available flavors and mix-ins. When a flavor runs out, it is removed from the menu while an onboard computer sends a restocking request. <http://www.moobella.com>

A Longer Commute: 7.6 % of U.S. commuters traveled more than an hour to work in 2004, up from 6 percent in 1990. The average one-way commute grew by 13% to 25.5 minutes between 1990 and 2000. In 1990, only in New York state did more than 10% of workers spend more than an hour to get to work. Now this is true in New Jersey, Maryland, Illinois, and California. 2.8 million Americans have one-way commutes of more than 90 minutes. *Reuters*.