

Signals in the Static: **Jennifer Aniston** and **Eminem** both sign separate Nike endorsement deals. Motorola signs Indy driver **Danica Patrick** for a \$25 million sponsorship deal. **Audrey Hepburn** (died 1993) stars in new **Gap** commercials. **Stephon Marbury**, point guard for the NY Knicks, introduces his new sneaker, the "Starbury One" at a *suggested retail price of \$15*. "Hands Across America" turns 20. Frank Herbert's *Dune* turns 40. **Van Morrison** turns 61. Died: **Warren J. Mitofsky**, 71, inventor of the exit poll; **Joseph Stefano**, 84, *Psycho* screenwriter; photographer **Joe Rosenthal**, 94, who captured the Marines' flag-raising at Iwo Jima; **Maynard Ferguson**, 78, jazz trumpeter; copywriter **Arthur Schiff**, 66, who named the Ginsu knife and created the phrase, "But wait, there's more!"

Salaries for first-year associates in NYC law firms reach \$145,000/year. The **University of Texas** installs the largest video display in the U.S.—134 ft. wide by 55 ft. tall (7,370 sq. ft). The world's largest video display is the 8,066 sq. ft. Mitsubishi at Tokyo Racecourse in Japan. **MTV** introduces a branded **MasterCard** debit card in Vietnam. **GM** discontinues production of its big, military-inspired **H1 Hummer**. Hasbro introduces a new version of **Monopoly** that uses tokens of a **Toyota Prius**, **McDonald's** fries, a cup of **Starbucks** coffee and a **Motorola Razr** cell phone.

Scion becomes the first automaker to run a campaign in **Second Life** (an online digital world) by dropping virtual vehicles at various points within the metaverse, enabling its "residents" to drive them. **Wal-Mart** has hired a gay-marketing ad agency, joined the National Gay & Lesbian Chamber of Commerce, and has begun discussions with activist groups about extending domestic-partnership benefits to its employees.

Fandango, **Nutri-Grain**, and **Taco Bell** are all using the tagline "Good To Go" in their ads. **Workplace Print Media** sells advertising on employee paycheck envelopes. **Cablevision** will launch a 100,000 home test to match commercials with set-top boxes associated with viewers who might find the ads relevant. For example, auto commercials can be targeted to consumers whose leases are expiring soon.

Buddhist Décor: **Target** sells Buddha fountains (\$349). **Pier 1 Imports** offers five different distressed stone Buddha statues (\$20-\$125). **CB2**, Crate and Barrel's youth-targeted store, sells orange resin Buddha heads (\$14.95). According to the U.S. Census, American Buddhists more than doubled from 1990 to 2001, to 1.08 million. *WS Journal*.

High-Tech High School: Philadelphia's new \$63 million "School of the Future" opens its doors to its first 170 freshmen (95% African American). Each student has a free wireless laptop. Smart cards open lockers and track student movements. There are no printed textbooks. To graduate, students must apply to at least one college and demonstrate 11 "adult competencies," including "managing relationships," "creativity," "valuing diversity," "dealing with ambiguity," and "taking courageous action." *The Inquirer*.

Get Real: In a recent survey among children 8-12, 27% said they'd "like to talk or act" like the people on Reality TV. So did 14% of those 13-18. Approximately 1/3 of pre-teens and teens agreed with the statement that "I want my body to look like the people on Reality TV programs." A similar percentage wanted to dress like them. 39% of the pre-teens and 24% of the teens agreed with the statement that "Reality TV is just like real life." *Harris Poll/Adweek*.