

**Signals in the Static:** Tom Hanks will produce a 10-part HBO miniseries on the JFK assassination. Rocker **Courtney Love** will launch her own perfume. **Marilyn Manson** markets his own brand of absinthe, called "Mansinthe," with a 66.6% alcohol content. Distraught **Britney Spears** fan-turned-YouTube star **Chris Crocker** gets his own reality show. Model **Cheryl Tiegs** turns 60.

**McDonald's new billboard** in Chicago features actual, growing green lettuce that spells "Fresh Salad." **Taco Bell** opens its first restaurant in Mexico.

In August, Maryland's **Joppatowne High School** became the first U.S. public high school dedicated to teaching homeland security. The 75 students in the magnet program will study cybersecurity and geospatial intelligence, respond to mock terror attacks, and receive limited security clearances at the nearby Army chemical warfare lab.

**New Products:** Hertz opens its **Simply Wheelz** budget service (\$15/day) in Orlando. Customers must book online and check in via an electronic kiosk at the airport which scans the renter's driver's license. **Whirlpool** introduces a refrigerator with a high-resolution LCD screen and built-in card reader to display photos sent by a camera phone or online. **XM Satellite Radio** will launch new portable radios next year. **Ermenegildo Zegna's** new Solar-Powered Jacket uses solar modules around the collar to charge mobile devices. **NRG** files an application with the U.S. Department of Energy to build the first new American nuclear power plant in 30 years in southern Texas. The **Gander Mountain Hunting Store** in Waukesha, Wisconsin, sells a **Remington** 20-gauge shotgun with a pink and black stock, emblazoned with the slogan: "Shoot like a girl if you can!" Mimi Maternity.com and A Pea in the Pod.com are now selling **maternity wedding gowns**.

**Rise of the Machines:** The U.S. Army deployed the first three armed ground combat robots (of 80 total) in Iraq this summer. The robots carry M249 rifles and are remotely controlled by a soldier through a video terminal. (see JOHO, February, 2005).

**Got Germs?** In 2006, more than 170 new antibacterial products were launched in the U.S. So far this year, there have been more than 200 introductions. They include travel-sized wipes, cosmetic erasers, socks, and kitchen products. They are most popular among young adult consumers, 18-25. *Brandweek*.

**Got Moms?** **Country Music Television** launches a reality show, "**I Want to Look Like a High School Cheerleader Again**," featuring a trainer for the Dallas Cowboys cheerleaders. The show is targeted to "Alpha Moms." Alpha Moms are tech-savvy, high-achieving mothers who have become the primary marketing focus for many major advertisers. (See JOHO, April, 2007).

**Dorms vs. Prisons:** In a reversal from 2000, more Americans now live in college dormitories (2.3M) than in prisons (2.1M). More than twice as many young black men are now attending college (living in dorms or elsewhere) than are imprisoned. *NY Times*.



The winning design for the **world's first commercial spaceport** to be built in New Mexico and completed in 2009.