

Signals in the Static: **Leonardo DiCaprio** will star in a Warner Bros. movie based on the collapse of Enron. **Rachael Ray** becomes the spokesperson for **Dunkin' Donuts**. The **Macintosh OSX** operating system turns 6. The 4.2 million sq. ft. **Mall of America** turns 15. The **Helvetica** typeface turns 50. **Emmylou Harris** turns 60. **Francis Ford Coppola** turns 68. **Tom Wolfe** turns 77. **Time** turns 85. Died: **John Backus**, 82, developer of Fortran.

Disney now allows gay weddings at Disneyland and Walt Disney World. Realtor **Coldwell Banker** begins selling real estate in the Second Life virtual community. **Wired** magazine will allow 5,000 subscribers to upload a photograph to the **Wired** Web site, then create a custom, individual cover for that subscriber's July issue. NYC's subway system is considering selling corporate sponsorships of individual stations. San Francisco bans non-recyclable plastic bags from use in supermarkets. The **SF Giants** baseball team will install solar panels at their home field. Former top consumer electronic brands **Westinghouse** and **Polaroid** resurface on flat-panel TV sets made in China. **Sckoon Organics** produces a line of *organic cotton dog apparel*. **Planned Parenthood** launches a branded cell phone service.

Beverage News: Anheuser-Busch's **Spykes** is a 2-oz. malt beverage (12% alcohol with caffeine and guarana) offered in Spicy Lime, Hot Chocolate, Hot Melons and other flavors. **7-11** will launch **Fusion Energy**, coffee with energy-boosting guarana and yerba mate. **Coca-Cola** and **L'Oréal** team to create a nutraceutical beverage called **Lumaé**. **Gallo's** fruit wine, **Boone's Farm** (\$2.49/750ml.), enjoys a resurgence at hip nightspots. **Sak's Fifth Avenue** is selling a Boone's Farm T-shirt (\$45.)

What's a Brand Worth? **Sears** creates \$1.8 billion worth of securities based on three brand names: **Kenmore**, **Craftsman**, and **Die Hard**. The deal is the biggest securitization of intellectual property in history. *Business Week*.

Networks Fight Back: To retain TV viewers during commercials, the **Fox** network will run short animated programs during the ad breaks. **ABC** tests a new format where paid commercials appear within a television show and are watched by a sitcom character. **NBC** will test a trivia contest during commercials in "Scrubs."

"Alpha Moms": This new marketing target (replacing "Soccer Moms" and "Yoga Moms") is an educated, tech-savvy multitasker who views motherhood as a "job that can be mastered with diligent research." She's online 87 minutes a day, and spends 7% more than the typical Internet user. Currently targeting her: Nintendo (Wii), GM (Escalade), Kimberly-Clark (Huggies), and P&G (Swiffer). *USA Today*.

Movie Heroes: The Serbian village of Meja, on the Romanian border, will build a monument to Meja-born **Johnny Weissmuller** (1904-1984), the best-known film Tarzan. Residents said they were inspired by another Serbian village, Zitiste, who will erect a statue of **Sylvester Stallone's** Rocky Balboa to rid itself of bad luck. *NY Times*.

Income Gap Widens: New U.S. data shows that in 2005, both the top 1% of Americans (with incomes more than \$348,000/year) and the top 10% (those earning over \$100,000) received the largest share of national income since before the Great Depression. The top 300,000 Americans earned almost the same income as the bottom 150 million Americans. *NY Times*.