

Signals in the Static: **Henry Kissinger** turns 84. **Bob Dylan** turns 66. **Joe Namath** turns 64. Actor **Jerry "The Beaver" Mathers** turns 59. The Summer of Love turns 40. **Prozac** turns 20. Died: **Pamela Low**, 79, creator of Cap'n Crunch cereal; **Don Herbert**, 89, TV's "Mr. Wizard."

A new live-action *Star Wars* TV movie series will cover the 19-year span between *Revenge of the Sith* and *A New Hope*. For the September launch of the TV show "**Lipstick Jungle**," NBC will make the fake magazine featured in the series, *Bonfire*, available to readers online. *Obit* magazine will launch this summer, consisting of stories of the recently deceased. The "porn.com" domain name sells for \$9.5 million, less than the record \$11 million paid for "sex.com."

**Reactee.com** enables you to create a T-shirt with your own custom message, which is printed with a separate text message code on the shirt. When people send a text, they automatically receive a pre-written reply from you. By typing in a fruit sticker's three-digit Farm Code on **Dole Organic's** website, consumers can trace the origin and journey of their banana from grower to grocery store.

Hippie Brands: The U.S. Patent and Trademark Office has granted 176 registered trademarks for "Woodstock," 107 for "hippie," 85 trademarks for "freaky," 61 for "flower power," 101 for "peace and love," 23 for "purple haze" and 11 for "summer of love."

New Deadly Street Drug: "Cheese," made by grinding up cold medication and mixing it with black-tar heroin (\$2/dose), has caused 21 deaths in the Dallas area, mostly white or Hispanic young men. Cheese arrests among students in the Dallas School District

jumped from 90 in the '05-'06 school year to 145 so far in '06-'07. *Newsweek*.

Beverage News: Pepsi's **Aquafina** introduces a beauty line of women's skin cleansers, toners, creams and masks. **Coca Cola** and **L'Oreal** join to offer **Lumae**, a drink designed to benefit the skin. **Borba**, maker of "skin care nutraceutical beverages" introduces Gummi Bears snacks that will "beautify" the skin. **Mountain Dew** launches Green Label Art, a limited-edition of aluminum bottles featuring designs created by artists. Other new drinks: **NUI Kid Water** (with juice and vitamins), **VeeV** (açai-infused spirits with prickly pear and acerola cherry), and **goji juice** (the "new superfruit").

Branded Entertainment: The **AMC** cable network will launch a dramatic series set in the advertising business of the 1950's when sponsors' products were written into the plots of TV programs. It will be sponsored by **Jack Daniel's** whiskey, which will be featured prominently within the show. The amount of product placement featured on prime-time network television has grown 89% year over year. On reality TV shows it makes up almost 11 minutes of an average hour, compared with just 4.5 minutes during scripted programming. More than 12.5 minutes of the average late-night hour consist of branded messages. *NY Times*, *TNS Media Intelligence*.

Terrorism Insurance: In 2006, 59% of companies bought terrorism insurance, up from 58% in 2005, although prices for such policies rose by about 9%. In 2003, only 27% bought such policies. The U.S. State Department reported that terrorism attacks rose worldwide 25% in 2006. *Washington Post*.

In Japanese, the word *JOHO* means timely, accurate, and important information.

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