

**Signals in the Static:** President **James Monroe** will appear on the next U.S. dollar coin. The work of **Charles and Ray Eames** will be [honored with a set of 16 US stamps](#) later this year. **Tim Burton** will direct a new film version of *Alice in Wonderland*. **Sacha Baron Cohen** will play **Abbie Hoffman** in a **Steven Spielberg** adaptation of the *Trial of the Chicago 7*. Rocker **Clarence Clemmons** turns 66. **Mary Tyler Moore** turns 70. **Bart Starr** turns 74. **Vidal Sassoon** turns 80. **Madonna** will turn 50 in August. Died: **Joyce Carlson**, 84, designer of Disney’s “It’s a Small World” ride; advertising legend [Phil Dusenberry](#), 71; Web browser **Netscape**, 14.

Cable network **Bravo** will test an L-shaped graphic that will shrink the show to 80% of the screen when it appears, displaying messages and an advertiser’s logo. To help recruits with exam preparation, the **NYPD** loans them iPods loaded with Police Academy coursework. **Land Rover** and **20<sup>th</sup> Century Fox** run mobile wireless ad campaigns designed for the iPhone, tied to its Google Maps application. **Texas** becomes the first state to offer a \$50 scratch-off lottery ticket. The first-ever Super Bowl commercial for P&G’s **Tide** detergent will run on Feb 3. (30 seconds/\$2.7M). The **Dodge Caliber**, the **Avenger** and the new **Journey** feature a [chilled glove box](#) that can hold four 12-oz bottles of water or four cans of soda.

**“SuperTrons”:** A new term for consumers who are the heaviest users of new-media services. To qualify, a SuperTron must have two or more of the following: DVR, HDTV programming, a video iPod or Slingbox and satellite radio. SuperTrons are four times more likely to have the ability to route Web video to TV sets, compared to homes with one or no advanced services. They are also nine times more likely to subscribe to mobile video on their cell phones. 39% of SuperTrons watch TV in real time,

compared to 61% of other homes. *Ad Age*

**New Line Extensions:** [Precious Moments coffins](#), [Hooters energy drink](#), Disney Fairy Tale Wedding Gowns, Bumble Bee Prime Fillet Chicken Breasts, Trump Steaks, Guinness whole grain bread, [Midwest Airlines chocolate chip cookies](#). *Brandweek*.

### **Viewpoint—Dallas and L.A.:**

“Dallas and Los Angeles represent two distinct models for successful American cities, which both reflect and reinforce different cultural and political attitudes. One model fosters a family-oriented, middle-class lifestyle—the proverbial home-centered “balanced life.” The other rewards highly productive, work-driven people with a yen for stimulating public activities, for arts venues, world-class universities, luxury shopping, restaurants that aren’t kid-friendly. One makes room for a wide range of incomes, offering most working people a comfortable life. The other, over time, becomes an enclave for the rich. It’s easy to believe the middle class is vanishing when you live in Los Angeles, much harder in Dallas. These differences also reinforce different norms and values—different ideas of what it means to live a good life. Real estate may be as important as religion in explaining the infamous gap between red and blue states.”

—Virginia Postrel, *The Atlantic*, 11/07.



The [PimpStar](#) uses LED lights and a wireless modem to display images on individual wheels (\$11,950 and up).