

Signals in the Static: **Eminem** plans a comeback this year by releasing two albums. With the launch of a new quarter, **Duke Ellington** becomes the first black American to be featured on a coin. **Eddie Murphy** will play **Richard Pryor** in a new film. **Woody Allen** casts Spaniard **Antonio Banderas**, Indian "Slumdog Millionaire" **Freida Pinto**, British-Australian **Naomi Watts**, American **Josh Brolin** and Welshman **Anthony Hopkins** in his next, still untitled film. NYC's **Apollo Theater** turns 75. **Stevie Nicks** turns 61. The compact disc turns 30. Died: Science fiction writer **Philip José Farmer**, 91.

Mad Magazine, launched in 1952, goes to quarterly publication from monthly. Shares in the **New York Times Co.** slumped to a low of \$3.90 on March 9, less than the price of the Sunday paper (\$5). **NBC Universal** will launch "New York Nonstop," a 24/7 "hyper-local" digital news channel. **CW** will produce a new version of "Melrose Place," which originally ran on **FOX** from 1992-1999. **Twitter** grows at 33% monthly, now with over 8 million U.S. users.

Häagen-Dazs Five is a new, all-natural ice cream made with only five ingredients: skim milk, cream, sugar, egg yolks and natural flavoring, available in mint, ginger, coffee, vanilla bean, passion fruit, brown sugar and milk chocolate. **Dr Pepper's Snapple** brand overhauls its packaging and formula for a re-launch with its biggest media buy in its 37-year history. **Pepsi** will introduce three new drinks that use natural sugar instead of corn syrup: **Pepsi Natural**, **Pepsi Throwback**, and **Mountain Dew Throwback**.

American Express, battered by mounting credit card losses, is offering \$300 to a limited number of U.S. card holders who pay off their balances and close their accounts. **Starbucks** puts their third (of three) corporate jet up for sale.

Matrix-style Body Armor: **IBM** was recently granted a patent for **bionic body armor** that gives the wearer the power to dodge bullets. The device works by constantly emitting electromagnetic waves that bounce off any fast-moving projectiles, using the data to calculate risky trajectories. If the object in question is determined to be a threat, muscle stimulators cause the wearer's body to contort in such way to avoid being hit.

Viewpoint—Was the "Wild West" as Wild as Today's East? "In Abilene, Ellsworth, Wichita, Dodge City, and Caldwell, for the years from 1870 to 1885, there were only 45 total homicides. This equates to a rate of approximately 1 murder per 100,000 residents per year. In Abilene, supposedly one of the wildest of the cow towns, not a single person was killed in 1869 or 1870."—*Frontier Violence: Another Look*, by **W. Eugene Hollon**. Compare with data from the 2007 *Uniform Crime Report* for four Eastern U.S. cities: • Washington, DC, 183 murders (31 per 100,000 residents) • New York, 494 murders (6 per 100,000) • Baltimore, 281 murders (45 per 100,000) • Newark, 104 murders (37 per 100,000).



Kellogg is testing "the most significant innovation in cereal boxes since the 1950's." The **space-saving box** holds the same cereal volume in a smaller package.