

Signals in the Static: Former heavyweight champion and convicted rapist **Mike Tyson** will star in an Animal Planet [reality show about pigeon racing](#). **Robert Pattinson** of *Twilight* fame has been cast as **Kurt Cobain** in a biopic of the late Nirvana singer. Both **William Shatner** and **Leonard Nimoy** turn 79. **Paul Kantner** turns 69. Microsoft CEO **Steve Ballmer** turns 54. **Mia Hamm** turns 38. Quarterback **Peyton Manning** turns 34. **Saigon** fell 35 years ago. **New Coke** was launched 25 years ago. **Sony’s PSP** turns 5. **Twitter** turns 4. Died: Gymnast **George Nissen**, 96, inventor of the trampoline; actor **Meinhardt Raabe**, 94, who played the Munchkin coroner who confirmed the death of the Wicked Witch of the East in *The Wizard of Oz*; **Herb Ellis**, 88, guitarist in Oscar Peterson’s trio; **Donald N. Frey**, 87, designer of the original **Ford Mustang**; **Eddie Carroll**, 76, the voice of [Jiminy Cricket](#).

Concerned that spokesclown **Ronald McDonald** will become the next “Joe Camel” of fast food, **McDonald’s** adds a disclaimer, “Hey Kids. This is advertising!” on its [Web site](#). **Warner Bros.** is developing a romantic comedy based on the late etiquette expert **Emily Post**. The Navy will ban smoking on submarines at the end of the year. **I-BRITE** is a new cosmetic eye-whitening surgical procedure (\$3,000-\$5,000/per eye). **Readeo** allows families to share bedtime stories through the Web (\$49.95/year). **Starbucks** is testing a 31-oz. drink size called the “Trenta.” The new **Hyundai Equus** will come with an iPad loaded with an owner’s manual and an app to schedule service appointments.

Marketing’s Newest Frontier—Addressable Ads: All the major U.S. advertising agencies are currently working with [Aperture](#), a company that pulls data from offline databases like Experian, Acxiom, and Nielsen’s Claritas to create detailed portraits of individuals on the

Web. They combine that information with email addresses to build Web cookies. Each cookie represents a real customer (with personally identifiable information stripped out). These consumers are sorted into demographic “buckets” that include income, gender, and location. When that cookie encounters a Web site, the advertiser can serve a specific ad to match the individual. **Cable television** also moves toward addressable ads: A recent Comcast test in Baltimore sent different ads (for advertisers Walgreen’s and Walmart) during the same commercial break to different groups of demographically-selected households. The addressable TV ads reduced ad skipping by almost a third (32%) compared to non-targeted spots. Approximately 6% of subscribers notified of the trial asked to opt out of it. *Ad Age, Mediaweek.*

U.S. Birth Rate Falls: American births fell in 2008 with a 2% drop from 2007. However they rose 4% for women in their early 40s, reaching the highest mark since 1967. The states with the biggest declines in birth rates—Arizona, California and Florida—were also the states hardest-hit by the recession. *Pew Research Center.*



Meadow Fashion: Summer tunics with prairie grass design, forest flower blouses, and floral print maxi dresses are coming to retail stores this summer.