

Signals in the Static: Bruce Willis will launch his namesake cologne in Europe this summer. Sam Rockwell and Scarlett Johansson will star in *Lunatic at Large*, a screenplay developed by Stanley Kubrick before his death. Actor Kelsey Grammer is an investor in [RightNetwork](#), a new conservative media company. [Wavy Gravy](#) turns 73. Died: Sportscaster [Ernie Harwell](#), 92, the voice of the Detroit Tigers for 42 summers; [Little Orphan Annie](#), whose newspaper comic strip was cancelled after 86 years.

On John King's new CNN news show, every commercial runs with a small window offering a live view of the show's set—as the producers and talent prepare for the next segment. This summer, ABC.com will launch soap webisodes featuring characters from *All My Children*, *One Life to Live*, and *General Hospital* interacting with one another. The baseball games on July 10 and 11 between the New York Yankees and Seattle Mariners will be televised in 3-D to some DirecTV customers. Comedy Central is developing *JC*, an animated show about Jesus Christ in New York City looking to get out of the shadow of his father—a man who seemingly just wants to play video games and not focus on his son.

IHOP introduces [cheesecake-filled pancakes](#). Chocolate-bacon-funnel cake is now on the menu at Knott's Berry Farm. 7-Eleven rolls out "Game Day," private-label beer (\$6.99/12 pack). [Tactical Nuclear Penguin](#), a 32%-alcohol Scottish craft beer, arrives in U.S. stores this month. MillerCoors' Keystone Light beer launches a [new campaign](#) featuring a hero character named "Keith Stone" who asks the women he assists to "hold my Stones." R.J. Reynolds tests [Orbs](#), candy-like cinnamon and mint-flavored pellets of dissolvable tobacco. Fairview Hospital in Great Barrington, MA, will stop serving sodas and sugar-sweetened sports drinks, the first such U.S. ban.

[Cardlytics](#) offers advertising within online bank statements linking promotional offers directly to transactions. Current advertisers include McDonald's, Macy's and Staples.

Mobile Dating: Launched in January, [Urban Signals](#) is a location-based mobile app allowing immediate in-person connections between singles. Similar to online dating, each user creates a profile and sets their ideal partner preferences. Whenever their "radar" is turned on, they are shown the location, mood and status of fellow members of interest within their specified radius. "Signals" are exchanged between users to make contact (first mo./free, then unlimited usage \$4.99/mo.).

Iron Man 2 Marketers: Spending an aggregate of more than \$100 million in media buys, retail tie-ins, and giveaways are: Audi, Burger King, 7-Eleven, Land O'Frost lunch meats, Dr Pepper, LG Electronics, Hershey's, Oracle, Royal Purple motor oil, and Symantec.

TV vs. Internet: For the first time, more adult Americans said they would rather give up their TV (49%) than their Internet connection (48%). In 2001, 72% said they could do without Internet and 26% said they'd give up TV. Arbitron.



"Recombobulation Area" at the Milwaukee airport, just beyond the TSA checkpoint, where you put your shoes back on and replace your laptop in your bag.