

JOHO™

Trends from USA

"To be an American is a complex fate."—Henry James

Inside JOHO-FAQ: *In response to Frequently Asked Questions from JOHO readers, David Morgenstern explains it all for you.*

Who writes JOHO?

I do. Every. Single. Word. (There's absolutely no truth to the rumor legions of trained rhesus monkeys who write all my stuff). If you don't count time spent gathering the raw material (which I do throughout the month), it still takes about 8-10 hours to write, edit, and publish an issue.

What's the point of JOHO?

Originally created to keep my Japanese friends and clients informed about American trends, JOHO is now read in ad agencies, PR firms, production companies, corporations, and media outlets throughout the world, including Finland, Egypt, Japan, Canada, the Netherlands, Mexico, and the U.K.

I've written and published this newsletter since 1991. It covers advertising, technology, pop culture, marketing and social trends, new products and celebrities. It features the "little news" that's important to know—but that busy, creative people often don't have the time to find out about.

Where do you get your information?

In addition to three major daily newspapers (*NY Times*, *Wall St. Journal*, and *L.A. Times*), articles come from a wide range of print and online sources. These include marketing (*Ad Age*, *Adweek*, *Brandweek*, *American Demographics*, *Communication Arts*, *Direct*, *Auto News*, etc.), technology (*Interactive Week*, *News Scan Daily*, *Edupage*, *Technology Investor*, *Wired*, *Netsurfer Digest*, *Futurist*, *Tourbus*), entertainment (*Entertainment Weekly*, *inside.com*), financial (*Smart Money*, *Worth*) and a wide range of news and lifestyle magazines including *Health*, *Harper's*, *Gourmet*, and *Slate.com*.

Prior to publication I scan a variety of other sources including out of town newspapers (For example, *San Jose Mercury News* is great for technology articles, *Washington Post* is tops for politics). The easiest way to access many of these publications is through the Web portal www.ceoexpress.com. In addition, many JOHO readers submit stories to me (thank you!).

Who's that Henry James guy you quote every month in your header?

Henry James (1843-1916) was an American writer (*Daisy Miller*, *The Bostonians*, *The Ambassadors*) whose main theme was the innocence of the New World in conflict with the Old.

Has JOHO ever made a mistake?

Yes. I try to use responsible sources, but even the experts get trends wrong. *Wild Palms* was not a hit, fluffy boas never caught on, and the restaurant in L.A. that treated customers like movie stars went out of business. If you base your major personal, financial, or business decisions on *any* newsletter, please let me know, as I have a surefire swampland dotcom investment scheme for you.

Can I distribute JOHO to my friends?

JOHO is currently posted on many office lunchroom bulletin boards, and inside bathroom stall doors (really). Feel free to forward or print out JOHO and send it to whomever you like. I ask only that you respect the integrity of the publication and send the entire issue, including the copyright footer, when you do. And if you charge money for it, please send some to me.

How do you pronounce JOHO?

The "J" is not silent. And "HoJo" is a chain of cheap motels. "JOHO" is a Japanese slang word that means trendy, bite-sized pieces of useful information.

However you pronounce it, I hope you continue to enjoy JOHO!

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