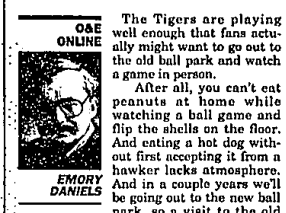


# Take Virtual Stand for kids on Web



**O&E ONLINE**  
The Tigers are playing well enough that fans actually might want to go out to the old ball park and watch a game in person.  
After all, you can't eat peanuts at home while watching a ball game and flip the shells on the floor. And eating a hot dog without first accepting it from a hawkler lacks atmosphere. And in a couple years we'll be going out to the new ball park, so a visit to the old ball park would be a nice sentimental thing to do this summer.

Advocates for children are shucking peanuts, eating hot dogs, downing Cokes, and taking in a little baseball at Tiger Stadium this very moment as we talk at the third annual Kids Advocacy Day. There was a legislators reception before the game and more than two dozen legislators and their families are attending. Today's game is a fund raiser for the Michigan Coalition for Children and Families.

I learned about this event from my Internet friend Wendy Shupin from Township who operates the JumpStart Michigan, an electronic newsletter place on a Web site, along with Michele Strasz of Williamson.

JumpStart Michigan has published its sixth issue, and the response has been phenomenal so far, says Wendy. "We are averaging about 20 hits a day — which is great in our line of work! We're even getting some national attention and paying sponsors to boot!"

Besides letting me know about Advocacy Day at Tiger Stadium, Wendy also wanted me to share with readers information about the Virtual Stand for Children. I told her I'd think about it.

Virtual Stand for Children is an online advocacy event that started May 25 and continued through Saturday. The National Stand for Children is asking people around the country to send a simple E-mail or pledge to communicate their desire for health coverage for all American children.

My understanding is that pledges or statements of support will be accepted after June 7. The significance of the date is that for every pledge made by June 7 Silicon Graphics Computer Systems will contribute 10 cents to a scholarship fund for high school students who have beaten enormous odds to become academic standouts.

Your pledge after June 7 won't be matched by Silicon, but then again maybe you didn't want to contribute to high school students who have beaten enormous odds.

It takes about two minutes to complete — even if you visit their Web site at <http://www.vstand.org>. A pledge or statement of support can be sent via E-mail to [pledge@vstand.org](mailto:pledge@vstand.org) to help make a difference in our children's health and lives.

Wendy also put a link to Virtual Stand for Children on her JumpStart site at <http://www.jumpstartmich.com>.

Also, the Michigan Stand for Children CAT (Children's Action Team) now has a

## JumpStart Michigan

A Monthly Interactive Magazine for People Interested in Making A Difference in the Lives of Children in Michigan

a publication of Catalyst for Action

June 1997 • Volume 1, Number 6

Welcome to JumpStart Michigan!

JumpStart is a monthly interactive magazine for advocates, activists, volunteers, professionals, doctors, educators, legislators, the media, parents, and students. In other words, it's a resource for all who want to make a positive difference for children in Michigan. JumpStart will include your letter, to give you a jump-start point to get into action for kids. JumpStart is a resource magazine which highlights programs, events, activities, and issues. The magazine is a product of Catalyst for Action, the social issue marketing team of Michele Strasz and Wendy Shupin. It is our hope that you find this resource to be a valuable help to you.

**JumpStart:** You can find out about children's advocacy programs at <http://www.jumpstart.com>.

Web site at <http://www.mich-stand.org> where onlineers can find out what's happening in their community on behalf of children.

### Weight Watchers Ezine

People in Wayne and Oakland counties certainly know about Weight Watchers as president Florine Marks has had an active presence in our communities and because its headquarters is very visible to motorists traveling Orchard Lake north of 12 Mile.

So readers may be interested to know that Weight Watchers, the million-circulation lifestyle magazine for the weight conscious, has contracted with the Authors Registry to handle payments to freelance writers for reuses of their work.

The magazine, recently purchased and revamped by Southern Progress Corp., a division of Time, Inc., has begun offering outside contributors a new contract that specifies fees for anthologies and other extra uses of articles after publication.

Reuse payments are to be made through the Registry, the licensing and payment clearinghouse for authors. Interested writers may also choose Authors Registry at <http://www.a-r.com> or [reg@authorsregistry.com](mailto:reg@authorsregistry.com) or send an E-mail inquiry to [reg@authorsregistry.com](mailto:reg@authorsregistry.com).

"Weight Watchers is 80 percent freelance-written," says Kate Greer, who has overseen the remake of the 30-year-old magazine since her appointment as editor last summer. "I regard good freelance writers as an absolute treasure. Our agreement to pay through the Authors Registry when we reuse their work is one way of showing that."

Other publications that have arranged deals with the Registry include Harper's, The Nation, Publishers Weekly, Travel & Leisure and Yankee.

The not-for-profit Authors Registry was established to smooth the way for magazine and newspaper publishers to compensate contributors for electronic, photocopy and other reuses of their work. It counts support from more than 100 literary agencies and nearly every important writers' organization in the United States — more than 30 groups — whose clients and members are automatically eligible for enrollment without charge. Unaffiliated freelancers may sign on as individuals for \$10.

### DeeTroit Post

Len Roberts of Canton recommended The Athens Avenue Poetry Circle site operated in part by Doug Tanourey, known by his sign line as the "DeeTroit Post." Point your browser to <http://www.geocities.com/Athens9015/>.

Poetry Circle is home to six poets from around the world who meet online to share and discuss their work. The poets, in addition to Tanourey, are Karen Dowell, Linda Leavitt, Paul Kloppenberg, David Sutherland and Mike Timonin. If you select "Spanish Gardens" you can view a poem written by Tanourey with background scene being a beautiful full color floral garden. Very striking.

The site will be fully enjoyed by your browser is java-enabled and if you are equipped with a sound card you can listen to the poet recite the poem. Windows 95 users with a 3.0 or higher browser will experience beautiful sights and sounds. Under-equipped users might face a crash (I crashed twice but recovered twice).

(Emory Daniels may be reached via E-mail at [emory@oanline.com](mailto:emory@oanline.com). Past columns are available at <http://www.oanline.com/emory-eccentric.com/main/emory/archiv.html>.)

## Milestones from page E1



Scott Wheeler of Oxford joined Troy-based The Daily Co. as chief estimator. Wheeler is responsible for estimating and purchasing for each project as well as conceptual estimating, budgets and preparation of all bids and cost proposals.

Larisa Whitney of Birmingham was named vice president of Troy-based Kathleen G. Charla Associates. Whitney has been a sales associate with the firm for two years.

Roger Winkelman of Farmington Hills-based Couzens, Lanark, Fenik, Ellis, Roeder & Lozano, P.C. was named vice chair of the City Airport Advisory Commission by the Mayor of Detroit.

Penelope Majeska, Ph.D. of



Troy was re-elected to a one-year term as chairman of the board of directors of Okemos-based Delta Dental Plan of Michigan. Majeska is an assistant professor and coordinator of the Social Sciences division in the Weekend College program at Detroit-based Wayne State University.

Julie Malkin of Ferndale was named director of development and Donna Madigan of Milford was named director of finance at Southfield-based United Cerebral Palsy of Metropolitan Detroit, Inc. Malkin is responsible for fundraising, special events and the overseeing and production of agency communications. Madigan is responsible for overseeing UCP/Detroit's \$1.5 million budget.

## Mittra from page E1

fund's total return. Sharpe analyzed 395 mutual funds to determine degrees to which investment style and selection are associated with the fund's monthly returns. While analyzing 161 growth funds, he found that 90 percent of the monthly variation in return could be attributed to investment style, and only 10 percent to manager's stock selection for the period of 1985 to 1989. Sharpe also found that most of the variation in the return of the 161 growth stock funds could be attributed to asset classes other than growth stocks.

For example, Fidelity's Magellan fund, one of the top-performing mutual funds over the past 20 years, owes much of its success to style selection and style rotation, not the stock-picking prowess of its celebrated managers. From February 1983 to August 1994, style contributed 13.6 percent of the Magellan's 18.7 percent compound average annual return. Stock selection contributed 6.1 percent. Style also represented 93.6 percent of the total return's volatility or standard deviation, while stock selection represented the remainder 6.4 percent.

Because style plays such an important role in producing satisfactory returns, investing in index funds may not be as good an idea as investing in a diversified portfolio consisting of growth and value stocks as well as small-, mid-, and large-cap stocks and stock funds. Also, for risk reduction, bonds and money market instruments should also be considered while developing an overall portfolio construction strategy.

### Increased volatility

The roughly 50 S&P 500 index funds are more volatile than most actively managed stock funds, most of which hold around 6 to 10 percent cash all the time. Index funds are always fully invested, with very close to 100 percent of their assets in stocks. Managed funds also cut volatility with diversification, owning a range of company sizes and, perhaps, foreign stocks. By a volatility measure known as beta, growth funds have been 6 percent less volatile than the S&P 500 over the past three years, growth-and-income funds 10 percent less volatile, and equity-income funds 19 percent less volatile.

What's more, the very popularity of indexing, especially among huge institutional investors, may be increasing index funds' riskiness. Pension funds and insurance companies sunk about 30 percent of their equity assets, an incredible \$400 billion, into institutional index funds, according to the weekly Investment Dealers' Digest. Therefore, it should be recognized that various alternatives to index funds, from cash and bonds to foreign funds and balanced funds, could put some air between you and the market.

So, the question "Index funds are they right for you?" can only be answered after you take into account all of the advantages and pitfalls of investing in these funds.

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