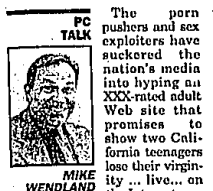


# Internet site reaches new low



MIKE WENDLAND

The porn pushers and sex exploiters have suckered the nation's media into hyping an XXX-rated adult Web site that promises to show two California teenagers lose their virginity... live... on the Internet.

Tasteless people will do anything for attention. And the saddest thing is... an equally-tasteless audience is out there eagerly awaiting. The website (NO... I won't give out the address) was so jammed with people anxious to see and hear more that site promoters are gleefully reporting they'll have to add more servers when the actual "event" happens in the next three weeks.

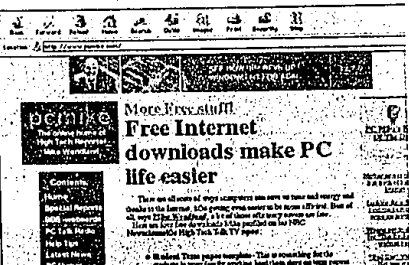
It's no secret, of course, that the Internet has plenty of junk sites. But this new site is so bad that it sets a new low for the Internet. Yet the mainstream media keeps giving the site millions of dollars in free publicity.

And therein, I submit, is a much larger story. Is this site typical of the Internet? Or, is it and all the accompanying attention it's getting another indication of a mainstream media totally out of touch with the Internet's... and society's... norm?

The story of the teen sex site is being bantered all over the world, on TV and in newspapers. All the news accounts seem to treat it as a real story, attributing it to a Los Angeles lawyer who claims the 18-year-old teenagers, identified only as Mike and Diane, want to show the act is "beautiful."

"Act" is a very accurate word here. It's all a stunt. A publicity stunt for a network of sex sites. The creator of the site said he wasn't selling ads on the page but hoped that he'd get some attention and maybe some clients for his web design business. The more traffic his business gets, the more subscriptions he'll be able to sell.

Since faces of the two people shown on the site are blocked out, and since their real or complete names are not used, we're left to trust the word of a pornographer that this is for real.... Right. The two alleged teenagers may be porn models for



PCMike: You can check out Wendland's Web site at [www.pcmike.com](http://www.pcmike.com).

all we know. The actual "act" is not going to happen for weeks... giving the site managers time to lure online voyeurs with sex... type accounts that purport to follow the "teens" as they prepare for their encounter with AIDS counseling, buying condoms and the like.

I find myself amazed and depressed. Not at the way the porn pushers exploit sex on the Internet. They're in it only to make a profit. And they're just taking advantage of gullible people. What amazes and depresses me, however, is those people are my colleagues in mainstream media.

Most newspapers and TV reports covered this story as if it were real. Scanning the papers, there was precious little skepticism. On the Internet, though, it was another story. A much more accurate story. Newsgroups postings quickly exposed the site's connection to a condom company. Other posts showed how someone had forged e-mail and flooded some of the online chat rooms with purported "protest" about the site.

But the posts, which appeared to be signed from the Christian Coalition, were fakes, or what "Netizens" call "trolls," deceptive messages that are used to create a "buzz," or controversy, that make it look like someone was trying to shut the site down.

The Internet community was quick to pounce on this outrageous teen sex site and raise some serious questions about its credibility. But the old media pretty much reported on it as if it was for real and yet another

example of how the Internet is a mess. This teen sex site is NOT typical of the Internet.

The Internet is like a city. Most of it is safe and livable. But there are bad parts of town, dangerous and dirty streets populated by pretty despicable people. It is up to the decent people to do all they can to shed light on those dark streets. But at the very least, if they can't clean them up, they can avoid them. For if nobody travels there, then the exploiters have no one to exploit.

For new media, the "city" is still being built, still expanding. To be sure, tough freedom of speech issues and debates over Internet censorship are to be waged. As zoning laws regulate a city's neighborhoods and development, cyberspace will follow.

But for the vast majority of people offended by the teenaged sex site and the shameless hype that accompanies it, the best way to deal with it is... ignore it.

Yes, the sex site will get a couple of million hits. That's a lot. But with 62 million Americans regularly using the Internet, it's clear that the twisted are very much in the minority and that part of town is not reflective of the whole "city."

Mike Wendland covers the Internet for NBC-TV NewsChannel stations across the country and can be seen locally on WDIV-TV4, Detroit. His "PC Talk" radio show airs Saturday and Sunday afternoons on WXYZ-FM1270. His book "The Complete No Geek Speak Guide to the Internet" is available in book stores or through his Web site at <http://www.pcmike.com>



Ernie Harwell  
Baseball Hall of Fame announcer and  
Medicare Blue Spokesman

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### Medicare Blue Educational Seminars

**Birmingham**  
Tuesday, July 21  
2:30 p.m. at the  
Original House of Pancakes  
1360 S. Woodward

**Farmington Hills**  
Thursday, July 23  
9:30 a.m. at Bill Knapp's  
36650 Grand River Ave.

**Livonia**  
Wednesday, July 22  
9:30 a.m. at Bill Knapp's  
16995 S. Laurel Park Dr.

**Madison Heights**  
Tuesday, July 28  
2 p.m. at Denny's Restaurant  
321 14 Mile Rd.

**Millford**  
Tuesday, July 21  
2 p.m. at Big Boy's  
160 Millford Rd.

**Novi**  
Thursday, July 30  
9:30 a.m. Big Boy's  
26401 Novi Rd.

**Pontiac**  
Monday, July 20  
Monday, July 30  
9 - 11 a.m. at  
POH Medical Center  
Main Lobby  
50 N. Perry St.

**Friday, July 24**  
9:30 a.m. at Big Boy's  
20 Telegraph Rd. (S. of Huron Rd.)

**Troy**  
Wednesday, July 22  
2 p.m. at Denny's Restaurant  
935 E. Long Lake Rd.

**Wednesday, July 29**  
9:30 a.m. at Bill Knapp's  
2078 E. Big Beaver Rd.

**Waterford**  
Wednesday, July 29  
2 p.m. at Big Boy's  
5834 Island Rd.

**Senior Day**  
at the State Fair  
Michigan State Fairgrounds,  
Detroit  
Monday, August 31

### Blue Care Network Medicare Blue

Blue Care Network of Michigan is a nonprofit corporation and an independent licensee of the Blue Cross and Blue Shield Association.

## Mittra from page B4

the tax underpayment could apply.

**Old vehicles**  
A number of charities will accept a contribution of an old car, truck, or boat - in many cases, the organization will pick up the vehicle, or have it towed at no charge. Document the vehicle's FMV, considering its condition.

**Mileage deduction**  
If you use your car for charitable purpose, an itemized deduction may be available. For 1998 tax returns, the deduction equals 14 cents per mile driven for a charitable purpose. The value of your time in doing charitable volunteer work is not deductible.

**Deduction limitations**  
In any one year, the itemized deduction for contributions to public charities cannot exceed 50 percent of the donor's adjusted gross income (AGI). There is a five-year carry-forward for any unused con-

Types of Property	Public Charities and Similar Entities	Private Non-Operating Foundations
Cash	FMV Deduction, 50% AGI Limitation	FMV Deduction, 30% AGI Limitation
Real and All Personal Property held for more than one year	FMV*, 30% AGI Limitation 50% AGI Limitation if Cost Basis used	Cost Basis Deduction** 20% AGI Limitation
Real and All Personal Property held for one year or less	Cost Basis Deduction 50% AGI Limitation	Cost Basis Deduction 30% AGI Limitation
Ordinary Income Property	Cost Basis Deduction 50% AGI Limitation	Cost Basis Deduction 30% AGI Limitation

\* The charity's use of personal property must be related to exempt purpose.  
\*\* A first deduction is available for publicly traded stock contributed before July 1, 1998.

tributions. The chart illustrates the valuation of the charitable deduction (cost basis or FMV), and AGI limitations for different types of property. Limitations are computed using a step process, with cash contributions deducted first.

**Reporting requirements**  
If total non-cash donations exceed \$500, IRS Form 8283, Non-cash Charitable Contributions, must be filed. Required information includes the name and address of the charity, and the FMV of donated property. An appraisal summary will be needed for property contributions (other than publicly traded securities) greater than \$5,000. Receipts from charities are required for individual contributions of \$250 or more.

Note: Material was contributed by Deloitte & Touche.

## Yolles from page B4

funds available to the public. Today, there are more than 10,000 funds.

The decision to pursue a career in finance came about for Yolles after he received his degree in political science from the University of Michigan in 1983 and a law degree from the University of Michigan Law School in 1985.

"I am a member of the State Bar Association, but I like portfolio management as a profession much better," Yolles said. "My Dad and my wife Julie encouraged me to open my own business at a young age, and I did. And I'm glad I did."

Yolles Investment Management Inc., Michigan's largest investment counsel firm dealing exclusively with no-load mutual funds, was founded in 1987. Today the firm employs seven people, including five professionals and two office staff, and represents 200 clients.

Noting that you are never too young to start learning the ins and outs of investing Yolles suggests parents buy Better Investing

Magazine for their children. The magazine is published by the Royal Oak based National Association of Investment Clubs, and has several programs for kids that teach them about investing.

"Kids can start investing with just \$50 and they can invest in products that they see everyday like McDonalds or maybe a computer software company that makes the games for their home computers," Yolles said.

The idea to write a book that would discuss how the older generation can invest wisely was prompted by Yolles desire to help his parents get their finances in order.

He said his parents started talking about retiring in 1987 but kept adopting "the perpetual three-year retirement plan" adding just a few more years each time the day of reckoning arrived. "It's funny, too, though I do this for a living, it was a real challenge helping my parents in their planning," Yolles said. "Retirement opens up such a

whole new phase in peoples lives and just communicating issues between couples can be a difficult task."

Showing new retirees how to plan for the rest of their lives involves a lot of psychology and making sure the couple feels comfortable with the decisions they have made.

"They really need to make objective, informed decisions about their financial planning and they have to be able to pass our sleep at night test," said Yolles, referring to a section of the book. "The retirees have to have estate planning and investing that they truly understand and accept so they can sleep on it."

Yolles' book also outlines the ways a couple can make sure they both know what the financial setup is. The 288-page paperback, "You're Retired Now What," should be available at most local book stores in early October. It will retail for \$14.95 in the United States and \$20.95 in Canada.