

In search of a cleaner, more respectable World Wide Web



MIKE
WENDLAND

The search for a cleaner web. There's no hiding the fact that Cyberspace has more than its share of nasty neighborhoods. And while filtering software and advanced features in web browsers screen out some of the objectionable materials, a lot of junk still gets through.

That's why at least two new companies have cropped up, claiming that they keep offensive Internet material from reaching your computer.

"We take out the trash," is the motto of a new Internet Service Provider (ISP) called Cleanweb (www.cleanweb.net) that offers what it calls "family-friendly net access." Cleanweb filters Internet content for pornography, violence and profanity. It just doesn't let it through.

Try to log onto an X-rated adult site or one of the ultra-sexy newsgroups and your browser says "This Site Has Been Blocked by Cleanweb."

Based in Lubbock, Texas, the company sells unlimited Internet access for \$24.95 nationwide. They can service users in 306 different cities with a local number, or roughly 85 percent of the country.

Big demand

Ted Parker, the company's president, says their market research found a "huge number" of people who wanted to buy a computer and go online but had not done so because they were afraid of the content that their children would be exposed to in their Internet surfing.

"I guess in one way, we are censoring," said Parker, a father of three, aged seven to 14. "But if that's the only way we can keep the trash out, so be it. People want to be sure that when they go online they're not inviting a bunch of undesirable stuff into their home."

Lubbock, Texas is in the heart of the Bible belt and Parker and many of his employees are evangelical Christians. But he's quick to point out that his site is not an arm of the religious right, nor does it filter out religious content. Besides pornography, violence and profane language, it also screens out hate sites and sites that promote dangerous activities, like bomb-making.

Another new ISP that claims to be able to prevent porn and violent material from getting through is Integrity Online (www.integrityonline.com). Smaller than Cleanweb, this Oregon-based service is organizing to sell franchises around the nation, setting up regional ISPs that use their technology to block offensive material.

It bills itself as the "cleaner alternative to Internet access," and claims it is able to filter offensive content at its own servers, before the Net is made available to your PC.

"What this means to you and your family is access to the vast

and useful information on the Internet, without the risk of stumbling upon pornography, violent or hateful content," claims the company's Web site. "We will stop it ourselves so you can have peace of mind."

Meanwhile, there are at least three organizations on the Internet right now that offer "ratings" services so parents can identify Web sites that contain obscenity, violence, sex or nudity.

Cleaning up the web

NetShepherd (www.netshepherd.com) has reviewed several hundred thousand sites and offers a database they call a "label bureau" so inappropriate material can be filtered or screened out by the user.

Two other services, SafeSurf (www.safesurf.com) and the Recreational Software Advisory Council (www.rsac.org) have rated a couple hundred thousand Web sites, too. By hitting all three, it is possible for you to search all sites labeled "children" or "zero sex" and thus be able to avoid all un-rated Web

What this means to you and your family is access to the vast and useful information on the Internet, without the risk of stumbling upon pornography, violent or hateful content. We will stop it ourselves so you can have peace of mind.

Cleanweb

—Company philosophy

sites.

And you can purchase software to help screen out certain sites. SurfWatch (www.surfwatch.com) is an excellent filtering program that is available. So is a program called Net Nanny (www.netnanny.com).

And Microsoft's Internet Explorer and Netscape's Communicator web browsers have some effective ways to screen out

content, too.

■ **PC MIKE's** WXYT Computer Internet Seminars:

People sure are responding to the series of Internet/Computer seminars I've been holding around the area.

We had standing room only at the first session a couple of weeks ago and now the Oct. 31 "Internet 101" seminar is completely filled.

But we have added other seminars for business folks and home users throughout November and December. You can check my Web page (www.pcmike.com) for the complete schedule.

Mike Wendland covers the Internet for NBC-TV NewsChannel stations across the country. His "PC Talk" radio show airs Saturday and Sunday afternoons on WXYT-Radio AM1270. His latest 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>

FARMINGTON NOTABLES

Firm recognized

Burns & Wilcox Ltd.'s President & CEO Herbert W. Kaufman, presented the Farmington Hills branch office with the Royal Premium Budget Award of Excellence accepted by Executive VP & Branch Manager Jerry Horton. He also accepted a Marketing Award of Excellence on behalf of Underwriter Natalie Harrold who joined the team during 1995 in her current position. It is the first time she

received the award.

Million Dollar Honor

Pratik Shah LUTCF, with the Prudential Insurance Company of Farmington, has qualified for membership in one of the life insurance industry's most prestigious organizations — the Million Dollar Round Table. The organization is internationally recognized as the standard of life insurance sales professionalism. Michigan Leukemia Trustee Robert Gould of Farmington Hills was recently appointed to

the Board of Trustees of the Michigan Chapter of the Leukemia Society of America. Mr. Gould is a shareholder in the law firm of Sattiroff & Abramczyk, P.C., Bingham Farms and a graduate of the Wayne State University Law School.

Local realtor honored

Harry Nanes, with Century 21 Today in Farmington Hills, has been awarded the designation Real Estate Innovator by Realty Publishing. The R.E.I. designation is given

to a select group of Real Estate professionals who offer extraordinary service to home-sellers.

Health executive honored

Dennis Dowdell, Jr. of Farmington Hills, and vice president of human resources at Henry Ford Health Systems, was recently awarded the 1998 Donald H. McGannon Award, one of the highest honors bestowed by the National Urban League. The award is given annually to an individual whose commitment to the ideals and concepts of the Urban League exemplified Donald H. McGannon, a former chairman at Westinghouse Broadcasting Co.



Dowdell
h o u s e
Broadcasting Co.

Correction Notice

In our October 18th ad, we featured the Kias video, *Psycho Circus*, as available Tuesday, October 20th. The manufacturer of this title has pushed its release date back to Tuesday, October 27th. We are offering rainchecks for this title. We apologize for any confusion or inconvenience this may have caused.

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ASID

Film documents Holocaust survivors' struggles

Adat Shalom Synagogue invites the community to view "The Long Way Home," an outstanding Oscar-winning documentary which tells of the struggle of those who survived the Holocaust.

Set for 2 or 7 p.m. Sunday, Oct. 25, at Adat Shalom in Farmington Hills, the film

covers the post-World War II period, during which survivors, in the face of cruel obstacles, persevered to achieve normal, dignified lives.

Following the 2 p.m. showing, Marilyn Feingold, social worker, will facilitate the discussion. Feingold is an interviewer for the

Stephen Spielberg SHOAH project, and is herself, a child of the Holocaust.

The community is invited at no charge. Adat Shalom is located at 29901 Middlebelt in Farmington Hills. For information, call 851-5100.

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Caregiving from page B4

Commission on Aging, she helped establish public policy on the aging issue within the state. In 1991, she chaired the Governor's Conference on Aging, and she is a board member of the

Michigan Society of Gerontology. The meeting is free and open to the public, and refreshments will be served. For more information, call 474-3094.

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