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Neverland Chronicle

By Gary Whittaker

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Michael Jackson is one of the most recognized persons on the planet today. Even though he has not had a hit album in over a decade, Michael has continued to find his way into the media one way or another. From his rumoured problems with plastic surgery, to his association with monkeys, everyone has heard about how strange a character Michael has become. Aside from the black community that have continued to support him, despite his so-called skin condition and aversion to direct sunlight, most of the media has made "Jacko" a target of vicious headlines and articles.

Today, lawyers must pick a jury of 12 from a pool of 250 potential candidates after the judge said that they had screened enough of the 750 total people that were asked to the courtroom. Of that amount, about 450 people were screened prior to the judge decided that 1 and 1/2 days were enough.

To pick the 12, one must realize that it is humanly impossible not to already be predisposed to believe these charges against Michael Jackson. One must also realize that the motivation to lie in order to capitalize on subsequent book and interview deals would be enormous. Mainstream media were flooded with accusations of child molestation on the part of Michael Jackson for well over a decade. In recent history, both Bashir's unauthorized account of Michael's actions, and the subsequent side stories that have been carried as a result, every person in America has either watched, or been spoken to concerning his alleged conduct. Most recently, there was a leak to the Internet about what the "questionable material" was reported to be found in the Neverland estate. The article suggested that the material was in fact nude images of young boys, as well as magazine articles and DVD's featuring more nude images. Michael has responded to saying that this was false, and wants to be given his day in court to prove the truth.

I for one am waiting for this to happen. Sooner rather than later. I have been a big MJ fan for 18 years. I used to imitate his moves and dances in a comedic fashion for my younger sister, and have purchased every album I could, including his anthologies. I loved the fact that he broke away from conventional behaviour and did what he wanted to do. If he truly were white, he would have been considered as eccentric. Being a pedophile however, is way to serious a charge to ignore. This is a man that placed himself in a major position of influence over children. If the evidence truly shows him

guilty, I will be the first to lead the charge for castration. That being said, until Michael has a chance to defend himself, we should support him, or at least not condemn him. Michael has done a lot, not just for the black community, but also for children of all nationality. He has given hope and love to sick and dying children, and must be afforded the opportunity to rebut the accusations once and for all.

Let's be honest, the jury will decide his fate in the court of law. However, the information that comes out of this trial and made available to the public will hold him accountable to another jury: Public Opinion. Especially after O.J, I do not believe that the American court system will allow for a repeat of another high-profile case to go against public opinion. Too much is at stake. America is at war to protect freedom and democracy, or so they so. The recent election shows that America is truly at war in order to push what they perceive are Christian values. If there is any chance that Michael is innocent, despite what the public will believe to be evidence to the contrary, you can bet what you want

on some kind of interference, either for the verdict, or a subsequent secondary charge with a guarantee of jail time.

Bottom line, Michael Jackson will be up against an opportunistic jury, the mainstream media, and a sceptical public. I wish him the best of luck.

Gary Whittaker is the editor of T.E.N Magazine, a social and sports commentary webzine with balls! Check out more articles at <http://www.tenwebzine.com>

Web Site Promotion – Getting Publicity

By Sinnge Eeyune

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Publicity, if handled properly, can get your web site the kind of promotion that cannot be bought, or at least not afforded. As a marketer, that is always the goal of my publicity and PR efforts.

Here is a good example of web site promotion that the site itself could not afford but managed to accomplish through publicity. A new web site is burgeoning to make it easier on those of us who have to deal with the horrors of parking at any one of the nation's airports, www.AirportParkingReservations.com. This web site is designed to let people reserve a parking space at one of those little parking areas that always surround a major airport. Instead of renting advertising space in the country's newspapers their clever marketing and promotions people instead issued press releases to the newspapers and other media. Several newspapers ran a short story about the web site in their travel section, the Houston Chronicle being one of them.

Advertising in the Houston Chronicle is expensive, and worth it, if you can afford it. The Chronicle charges approximately \$162 per square inch per day for ads. Since the parking reservations web site

story took up about 10 square inches they effectively received \$1620 of free advertising in The Chronicle. This was not the only paper that picked up their story either. If just 10 newspapers ran their story, we can estimate that they saved \$16,200.

These kinds of savings and press coverage are the reasons why Houston Web Developers encourages its clients to avidly seek publicity. An easy way to get started is writing. Write press releases and articles about you, your company, its products, and services. Write about their benefits and use. Write about how they differ from your competitors and emphasize their strengths. Then send the press release and articles out and watch the magic happen.

For specific help with your marketing and publicity campaign contact HoustonWebDevelopers.com.

Sinng Eeyune is a Solutions Designer and Copywriter for HoustonWebDevelopers.com. His award winning designs and insightful articles make him a true HoustonWebDevelopers.com treasure.

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