

American understanding of the culture, history and contemporary affairs of Asia.

As a pioneer in cable ventures in several Asian countries, Mr. Nathanson is well versed in the obstacles facing American media investments in Asia. With our continued emphasis on ensuring American global competitiveness, I commend to my colleagues the points he makes on the subject.

PITFALLS OF THE MEDIA BUSINESS IN ASIA
(By Marc B. Nathanson, Chairman, Falcon International Communications)

Many of you at this conference are interested in developing software produced here in California for the Asian marketplace. In my opinion, without the rapid development of multimedia distribution systems in Asia, there will not be long term economic gain to the providers of music, TV shows, and motion pictures and their allied fields. The growth of the media infrastructure through viable joint international ventures in Asia is critical to the growth of the entertainment industry in Los Angeles. If these infrastructure projects are successful, this will mean jobs, co-production deals, greater residuals and an increase in economic payments to the holders of copyrights. This assumes that the Governments of Asia including China rigorously enforce the international laws of property.

When I entered the American cable industry 27 years ago, 5 percent of US residents subscribed to cable TV for more entertainment, information, and education. Today, almost 70 percent of all TV homes are cable customers and shortly 8 million Americans will have direct broadcast satellite dishes.

The world is behind us in multi-national viewing options. 95 percent of all global citizens receive less than 5 TV channels. In Asia, the number is only slightly higher. This will all change.

There is an insatiable appetite for more entertainment choices among young and old in Cebu, Calcutta, Auckland, Phuket, Singapore and Kathmandu.

In my opinion, the growth and dissemination of California produced programming in Asia will have much more important benefits to the world than just to our pocket-books.

The reach of MTV to young people in Russia had a tremendous effect on the collapse of the Soviet Union. The Voice of America and Radio Free Europe hastened the demise of communism in the Czech Republic, Poland, Hungary and Central Europe.

The Future programming of USIA sponsored Pacific Asia Network will give the people of Cambodia, Myanmar, Vietnam and China their only source of factual news in their mother tongues.

But, in spite of the efforts of great statesmen like Senator Jun Magsaysay and others, there are many more problems with the orderly growth and distribution of multiculturally produced channels than just copy-right violations.

I say this to you as a man that has and is experiencing the problems of entrepreneurial entertainment joint ventures in Asia.

Today, Falcon International Communications has over 2.5 million customers worldwide. 1.5 million are located off our shores in England, Mexico, France, and Brazil through partnerships and investments. In Asia, we are operating in India and the Philippines and actively engaged in exploring joint ventures in Thailand, Malaysia, Taiwan and Indonesia.

But, the obstacles that prevent the future growth of American media investments should not be taken lightly or overlooked. Let me focus on them:

1. Infrastructure—there is a lack of Infrastructure in Asia. While many American

companies have a focus on programming and satellite distribution systems, there has not been enough concentration, investment or expertise directed toward improving the basic communications infrastructure.

Let me give an example: The engineering talent and educational levels are very high in India and the Philippines. They just have a lack of expertise in dealing with fiber and need hands on training by their American partners. However, this cannot solve the slow development of the telephone and transportation systems in these countries.

2. Corruption—corruption, bribery and bureaucracy are still rampant in many places in Asia. A European friend of mine who is in the power plant business told me that he could not even meet with a provisional governor in China unless he agreed to deposit \$150,000 in his Swiss account. Our Foreign Corrupt Practices Act—right or wrong is the law of the land. It does not matter whether or not other corporations based in other countries follow it. The American Government must face the age old problem of dealing with corruption overseas if we want to be competitive and we must work with local authorities to clean up their act. I'm optimistic about this happening.

3. Right Partner—You must have the right partner in your media joint venture * * * one who shares your common goals. Each must respect each other's strengths in order for your project to be successful. You must learn how to communicate with each other in Asia. I believe it is foolish for American companies to invest a lot of money in a country like India with the wrong local partner. Let me say that this obvious statement is much more complex. Often, local partners who have funds are looking for rapid returns and do business at a pace (using a methodology) that are totally alien to American business. They often talk the same language and enter into MOU's or contracts that say the right things but the reality of their actions is totally different. In a joint venture outside of Asia, we found a partner who wanted our money but would not listen to our expertise—our considerable expertise in the orderly and efficient development of a cable television business over the last twenty years. We were the first to admit that we did not have expertise of their market or culture, yet this local partner with incompetent management would constantly reverse our second cable management decisions. This type of reform, especially when we are the minority partner, will cause a rapid deterioration in the venture and hurt the joint venture's ability to buy programming and expand.

4. The Old Management—The biggest problem to getting cable TV systems built in Asia and bringing training and American expertise is the "old guard." These companies and often family dynasties talk a good game but don't really want American joint ventures in their nation where they have dominated the media business for so many years. They only want the new technology to come to their fellow countrymen when they and only they bring it at their own pace. These old but truly powerful media barons who often dominate several media empires do not want competition. They want to own it all. They only want American investment dollars to flow to them . . . not to go to a local entrepreneur who has teamed up with a minority American partner. The level playing field does not exist in many parts of Asia. Foreign ownership laws sponsored by the local media monopolist prevent true competition and members of the old guard disguise their greed in the forum of the nationalism and information control. Yet it is ironic that in Asia in particular, in all the ventures that I can think of, the foreigner is a

clear minority partner who brings capital, expertise and training to the project. The cultural sensitivities are and should continue to be dominated by the local majority partner. However, international joint ventures hasten the development of American programming in those countries.

In my opinion, the Clinton Administration must demand a level playing field in Asia. New laws need to be introduced by Congress to prevent monopolistic enterprises who lobby against American investments in their country but continue to gain access to our financial markets. These media moguls must be prevented from blocking minority foreign investment in the media in order for them to selfishly perpetuate their local domination and justify the slowness of their upgrading the infrastructure. This old guard is limiting the choice of people of their nation to experience and view the abundance of globally produced diverse programming.

Our government needs to work with the nations of Asia not to exclude other countries from forming local joint ventures but to ensure that there is an open and level playing field to satisfy the insatiable demand of Asian consumers for more information, education, and yes, good old fashion Hollywood entertainment.

OAK HILL-DURHAM VOLUNTEER FIRE CO., CELEBRATES 50 YEARS OF SERVICE

HON. GERALD B.H. SOLOMON

OF NEW YORK

IN THE HOUSE OF REPRESENTATIVES

Wednesday, June 26, 1996

Mr. SOLOMON. Mr. Speaker, anyone who visits my office cannot help but notice the display of fire helmets that dominates my reception area. They are there for two reasons. First, I had the privilege of being a volunteer fireman in my hometown of Queensbury for more than 20 years, which helps explain the second reason, the tremendous respect that experience gave me for those who provide fire protection in our rural areas.

In a rural area like the 22d District of New York, fire protection is often solely in the hands of these volunteer companies. In New York State alone they save countless lives and billions of dollars worth of property. That is why the efforts of people like those firefighters in the Oak Hill-Durham Fire Department is so critical.

Mr. Speaker, I have always been partial to the charm and character of small towns and small town people. The town of Durham, NY, and the village of Oak Hill is certainly no exception. The traits which make me most fond of such communities is the undeniable camaraderie which exists among neighbors. Looking out for one another and the needs of the community make places like the Oak Hill-Durham area great places to live. This concept of community service is exemplified by the devoted service of the Oak Hill-Durham Volunteer Fire Department. For 50 years now, this organization has provided critical services for their neighbors on a volunteer basis.

Mr. Speaker, it has become all too seldom that you see fellow citizens put themselves in harms way for the sake of another. While almost all things have changed over the years, thankfully for the residents there, the members of their fire department have selflessly performed their duty, without remiss, since the

formation of this organization 50 years ago. On this Saturday, June 29, 1996, the fire company will be hosting an open house to commemorate this milestone. Not only will this offer the residents around Oak Hill and Durham a chance to enjoy themselves at the planned festivities, but it will provide the perfect opportunity for them to extend their gratitude to this organization and its members, both past and present.

Mr. Speaker, I have always been one to judge people by how much they give back to their community. On that scale, the members of the Oak Hill-Durham Fire Co., are great Americans. I am truly proud of this organization because it typifies the spirit of voluntarism which has been such a central part of American life. To that end, it is with a sense of pride, Mr. Speaker, that I ask all members of the House to join me in paying tribute to the Oak Hill-Durham Fire Co., on the occasion of their 50th anniversary.

**DR. ALAN SCHRIESHEIM RETIRES
FROM ARGONNE NATIONAL LAB-
ORATORY**

HON. HARRIS W. FAWELL

OF ILLINOIS

IN THE HOUSE OF REPRESENTATIVES

Wednesday, June 26, 1996

Mr. FAWELL. Mr. Speaker, I rise today to commend Dr. Alan Schriesheim, director and chief executive officer of Argonne National Laboratory. Our Nation's first national laboratory, Argonne was founded in 1946, and celebrates its 50th anniversary of service to our Nation this year.

Under Dr. Schriesheim's leadership, Argonne has grown to become a world-renowned research center with more than 200 major projects in progress. Argonne today employs more than 4,000 people on its main 1,700-acre site about 25 miles southwest of Chicago, and at Argonne-West in Idaho. Managed by the University of Chicago for the U.S. Department of Energy, Argonne is one of the nine multi-program national laboratories, the only one in the Midwest. This national asset is a focus of collaborative research, teaming the best and brightest from America's universities, corporations, and Federal laboratories in both short-term and long-term programs designed to ensure a better life for our children and their children into the 21st century.

Alan began his career with Argonne in 1983 after long and distinguished service at Exxon Research, thus becoming the first director of a nonweapons national laboratory to be recruited from industry. As a result of his management talent and strong commitment to develop and initiate strategic programs, the laboratory expanded rapidly, becoming the home of the Advanced Photon Source, a \$1 billion research facility formally dedicated last month that will probe the biological and material properties of matter with far greater precision than ever before.

Other Argonne programs initiated during Alan's tenure span the full range of science—from developing biological microchips and sequencing the human genome in a cooperative program with the Englehardt Institute of Molecular Biology in Moscow, to establishing a virtual-reality advanced parallel-processing computer center. He also led Argonne in build-

ing the largest superconductivity program in America's national laboratory system, forming working relationships with more than 50 corporations and universities. The project led to the creation of an independent corporation, Illinois Superconductor Corp., which raised \$14 million in its initial stock offering.

While developing new programs, Alan ensured Argonne remained a world-class center of nuclear engineering, including its design and development of the Integral Fast Reactor, an inherently safe power station that emits no air pollution, produces little waste, consumes waste from other nuclear plants, and shuts itself down if anything goes wrong.

Alan's deep dedication to motivating young Americans to consider careers in science is nowhere better evidenced than by his collaboration with television science journalist Bill Kurtis in initiating the Science Explorers Program, which exposes thousands of teachers and students to science and math through study guides for Kurtis' PBS science program, "The New Explorers."

Alan holds a bachelor's degree from Brooklyn Polytechnic University in New York, a Ph.D. in chemistry from Pennsylvania State University, and several honorary degrees. He is the author or coauthor of numerous scientific articles, holds 22 U.S. patents, and is a member of the board and fellow of the American Association for the advancement of Science and a member of the National Academy of Engineering. He chaired the National Academy of Engineering Study of Foreign participation in U.S. Research and Development, and is a member of the National Research Council's panel on dual-use technologies in the former Soviet Union and other academic and Government panels.

In his capacity as chief executive of one of America's preeminent research centers, Alan has appeared many times before committees of the House to offer us his guidance and counsel on important national issues bearing on science and technology. As such, he has helped shape the scientific foundation on which this Nation will enter the 21st century.

Mr. Speaker, Alan's management style, philosophy, intelligence, and leadership are paying huge dividends today and will continue to do so for years to come. After many years of distinguished and superior service to the Argonne National Laboratory and the Nation, I wish Alan all the accolades he so rightfully deserves. May his years of retirement bring all the best to Alan, his wife Beatrice, their two children, and their five grandchildren.

PERSONAL EXPLANATION

HON. WILLIAM J. MARTINI

OF NEW JERSEY

IN THE HOUSE OF REPRESENTATIVES

Wednesday, June 26, 1996

Mr. MARTINI. Mr. Speaker, on June 19, 1996, I was unavoidably detained and missed rollcall vote No. 250. Had I been present, I would have voted "yes" on the bill.

A MEMORIAL TO BOB STOUT

HON. ROB PORTMAN

OF OHIO

IN THE HOUSE OF REPRESENTATIVES

Wednesday, June 26, 1996

Mr. PORTMAN. Mr. Speaker, I rise today to pay tribute to Bob Stout, a dear friend and a community leader who has left us saddened by his death but richer for having known him. We give thanks for his long service to his neighborhood, the city of Norwood, the State of Ohio and his beloved country.

Mr. Stout's involvement with his community was extensive. He kept close track of needy individuals and families in his community of Norwood, helped them where he could, and solicited help from others where necessary. He loved helping kids and was active with the Allison Street Elementary School where he helped create the Caught Being Good program. This effective program rewards students for academic achievement and service to the community with prizes and parties. He was also known for his empathy and caring for the elderly, and for his prowess at fundraising for good causes.

His efforts stemmed from a deep belief in the human spirit and his conviction that if given the opportunity people will seize it and help themselves. Robert Stout, Jr., said of his father, "He was a very difficult person to figure out: politically conservative but when it came to the poor and needy he was the most liberal minded person."

Mr. Stout was active in the Norwood Republican Party, served on the Hamilton County Republican Board of Directors and Board of Elections, and helped countless candidates.

Mr. Stout also served his country in the Korean war and upon returning home earned a degree in accounting from Miami University, then went on to be an accountant with the U.S. Playing Card Co.

Dr. Joanne Sizoo, minister at Norwood Presbyterian Church, put it well when she said, "Bob's life was really a sermon. He really did live what he believed. The proof of our love for Bob Stout is not whether we sit here today, but whether we carry on the work of caring for the poor without Bob to urge us on and hold us accountable."

As is the case with so many people whose lives he touched, I feel blessed to have known him and to have learned from him.

**DEATH OF THE HONORABLE BILL
EMERSON**

SPEECH OF

HON. JOHN JOSEPH MOAKLEY

OF MASSACHUSETTS

IN THE HOUSE OF REPRESENTATIVES

Tuesday, June 25, 1996

Mr. MOAKLEY. Mr. Speaker, I thank my colleague from Missouri, Mr. CLAY, for yielding.

Mr. Speaker, this week the people of Missouri, the House of Representatives, and the United States lost a great man—and I lost a friend.

I want to extend my condolences to his daughters and his wife Jo Ann and thank them for sharing BILL with us.

BILL EMERSON's loss will be sorely felt in the Chambers of this House which he so loved.