

the requirements for expansion and modernization. Group 4's construction partners, Richard Sampson Associates, Inc., of Pleasanton and Dennis J. Amoroso Construction Company, Inc., of San Francisco joined to make this outstanding plan a reality.

Today, after 8 years planning, 17 months of construction, and an investment of \$10 million, the splendid Burlingame Public Library is about to be reopened to the community. The building's original style has been maintained, as the two 1930's wings remain intact and other important details, such as the authentic wood windows and solid oak tables and chairs, are still there. While the essence of Norberg's creation will continue to be a Burlingame landmark for generations to come, the new library has nearly doubled in size, from 26,100 to 47,300 square feet, and its foundation has been reconstructed to flex in a seismic event. It will offer over 50 computer terminals to speed and simplify information access for both children and adults. The new library will even have available a new service, self check out, which will make taking out books as easy as obtaining money from an ATM machine and make lengthy lines at check-out counters obsolete. It is truly a community institution for the 21st century.

Mr. Speaker, I ask my colleagues to join me in congratulating the people of Burlingame on the opening of their new library, and in commending the tireless community activists who brought this dream to fruition.

IN HONOR OF THE REVEREND  
WILLIAM AUGUSTUS JONES, JR.

**HON. CHARLES E. SCHUMER**

OF NEW YORK

IN THE HOUSE OF REPRESENTATIVES

*Wednesday, September 24, 1997*

Mr. SCHUMER. Mr. Speaker, I rise today and ask my colleagues to join me in paying tribute to the Reverend William Augustus Jones, Jr., pastor of the Bethany Baptist Church.

Pastor Jones came to Brooklyn in 1962. Within 5 years he had led a congregation to the building of a neogothic edifice now known as the Bethany Baptist Church. Under his masterful direction, and with the help of a full-time 27 member staff, the church conducts a multifaceted program to the community which includes outreach ministries via national radio and television.

Pastor Jones has served as national chairman of SCLC's Operation Breadbasket and as a member of the general council of the Baptist World Alliance. He was former president of the Progressive National Baptist Convention and founder of the National Black Pastor's Conference. In 1972, he was the recipient of the prestigious Frederick Douglas Award presented by the New York Urban League. For many years now he has been recognized by a number of distinguished organizations and awarded a variety of accolades, including, in 1996, a doctor of literature degree by the Evangelical Reformed School of Theology in Toledo, OH.

In addition to his clerical duties, he finds time to educate by serving as a visiting professor at a number of theological seminaries. He has also found time to pen such works as, "The Black Church Looks at the Bicentennial,

Responsible Preaching" and "The African American Church: Past, Present and Future."

I urge my colleagues here today to join me in recognizing this outstanding individual, Pastor Jones, who has dedicated his life to the spiritual enhancement and educational improvement of the community. I wish to thank you, Pastor Jones, for sharing your gift with us all. Also, for showing us that a wholly spiritual life is indeed a fulfilling life.

#### TUNING IN TO COMPETITION

**HON. JAMES A. BARCIA**

OF MICHIGAN

IN THE HOUSE OF REPRESENTATIVES

*Wednesday, September 24, 1997*

Mr. BARCIA. Mr. Speaker, 18 months ago the President signed into law, the Telecommunications Act of 1996. Since that time, many people have complained that the competition that was supposed to develop hasn't yet materialized. While it's true that there hasn't been as much competition as those of us who supported the bill would have hoped—for example, not a single Bell Co. has been allowed to compete in the long-distance business—telephone companies are definitely providing competition in those areas where they are permitted to compete.

Monday's Wall Street Journal reported on competition in the delivery of cable television service, and detailed how customers have benefited from Ameritech's entry into that market. Customer service has improved. Innovative packaging of services has increased. Competition is serving the customer just as we knew it would.

Ameritech has already opened up its local market to competition. Local phone subscribers in Michigan have the ability to change their telephone companies, and many are doing so. Now it is time for the FCC to learn from success and open up competition in long distance, so that all the benefits of the 1996 act are available for the American people. I commend this article to our colleagues and to anyone who believes that competition hasn't materialized. Ameritech is leading the way. Let us encourage the FCC to follow.

[From the Wall Street Journal, Sept. 22, 1997]

IT'S THE PHONE MAN AT THE DOOR—AND HE HAS A DEAL ON CABLE TV—AS COMPETITION BREAKS OUT, A TRAVELING SALESMAN FINDS A JADED AUDIENCE

(By Bryan Gruley)

ST. CLAIR SHORES, MI.—On a quiet street of neat frame houses, soaring oak trees and fluttering U.S. flags, William Kline stands in his driveway talking about cable television.

Actually, he's yelling.

The 73-year-old retiree is furious with his cable provider, Comcast Corp. "They raise the damn prices whenever they want," he says. He also hates the programs. "Who wants to watch that crap? Who wants to watch 'The Simpsons?'" And he is no fan of the customer service, either.

Listening patiently is Thomas Roland, a fresh-faced young salesman who hopes to persuade Mr. Kline to dump Comcast and switch to Ameritech New Media, a unit of Ameritech Corp., the Chicago Baby Bell. "It sounds like you're pretty upset," Mr. Roland says. "If you don't like the way your cable company has treated you, that's why we're here."

Something alien to most Americans is emerging in the suburbs of Detroit: head-to-head competition for cable-TV service. Telephone giant Ameritech is building cable systems and offering an alternative to consumers who have long had to live with the prices and service of a sole local provider—or go without cable. Mr. Roland and other salespeople in brick-red Ameritech jackets scurry door-to-door bearing gifts in black shoulder bags: Coupons for \$10 monthly discounts. Free premium channels and installation. Round-the-clock customer phone lines. Nifty on-screen TV listings and high-tech remote controls.

They are looking for people like Duane Lamers, a retired school administrator who buys cable service from the local system of Tele-Communications Inc., of Englewood, Colo. "I've been champing at the bit," he says, ushering Mr. Roland into his home in suburban Troy, Mich. "Anything's better than what I've got now."

Sitting at his kitchen table, Mr. Lamers signs up with American and lists the beefs he has with TCI. "The slightest weather change and I end up with three or four snow channels," he says. Outages always seem to interrupt his favorite show, the NewsHour With Jim Lehrer, he says, and he has given up trying to get service restored quickly. Mr. Roland commiserates: "That's what I've been hearing from other people."

"I'VE GOT THE EDGE"

Ronald Hargreaves, 69, chose to stay with TCI but figures he gained anyway. Soon after Ameritech launched service in Troy, TCI gave him a local sports channel free. (TCI says it was contractually required to do so.) "Now I've got the edge," the hardware-store worker says. "You can either give me service or I can go someplace else with my \$30 a month."

That is precisely what was supposed to happen as a result of last year's telecommunications law. But cable remains a monopoly in most cities, mostly because the big phone companies that were expected to challenge it prefer to focus on their core business. Some small towns have built rival cable systems, and other tiny pockets of competition have sprouted. But cable operators control 87% of the U.S. multichannel video market, the Federal Communications Commission says.

Ameritech is the big exception. With cable franchises in more than 50 cities in Michigan, Ohio and Illinois, the Baby Bell is wooing longtime customers of Comcast, TCI, Time Warner Corp. and other cable giants. Ameritech says it signs up one of every three households it approaches, more than expected when it began service last year. The launch is expensive; Ameritech doesn't expect cable to show profit for several years.

NO SHORTCUTS

But Richard Notebaert, Ameritech's chairman and chief executive, says offering cable TV is part of a long-term plan to deliver a single bundle of voice, video and data services into homes. "There are no shortcuts," he says. "You have to commit resources and find out if your model works. Ours is working very well."

As Ameritech captures some customers and incumbent providers win back others, competition expands the Michigan cable market, the companies agree. Ameritech says as many as 8% of its subscribers didn't take cable before. And monthly subscriber charges for MediaOne, the cable arm of Denver-based US West Media Group, have grown about 20% in Canton Township, Mich., during the past year even as Ameritech added 1,700 subscribers, according to the companies and reports filed with the township.

Customers are gaining, whether they switch or not. Where Ameritech now competes, incumbent providers have offered better deals, added free channels and improved customer service. Incumbents say they planned some of these enhancements long before Ameritech arrived but acknowledge they are more aggressive in competitive cities.

In St. Clair Shores, a blue-collar enclave northeast of Detroit, Comcast bills include a vow to "meet or beat any price." MediaOne started giving customers the HBO channel free—a \$9.69 per month value—in return for one-year commitments to its service. MediaOne also rolled out its popular high-speed Internet-access service where Ameritech offers cable.

In Troy, north of Detroit, hardwood-floor salesman Glenn Lancot is stunned to find Lisa Kocsis, TCI's local marketing coordinator, at his front door asking if he has any problems with TCI. She says she recently started this door-to-door campaign because "I think people need to know we care how their cable picture looks." A TCI technician waits nearby in a pickup truck, ready to sharpen a fuzzy picture or repair a faulty remote.

A cable line has fallen in Mr. Lancot's backyard. "I called like a couple of weeks ago and never heard from you," he says. Ms. Kocsis apologizes and promises to have the problem fixed "in the next 24 hours." She hands him a book of coupons worth \$100 and one of her personal business cards. Mr. Lancot looks incredulous. "Call you if I have a problem?" he says. "Call me," she insists.

Down the street, dentist James Nassar just laughs when Ms. Kocsis introduces herself. "You're running scared," he says. But he adds that he is happy with TCI and doesn't want to change.

Changing cable service isn't as simple as, for example, switching long-distance phone companies. Although a new provider can use old wiring inside the house, a new connection is needed outside. Consumers also must learn to use new remote-control devices and channel lineups.

Incumbents say their service is more appreciated now that comparisons are possible. But it is clear that Ameritech gets under their skin. Helen Brodie, a MediaOne vice president for marketing, says Ameritech discounts are "misleading" because they are temporary and "disruptive to companies that are trying to run themselves in a sound manner; we have shareholders." John McNeel, general manager of TCI's local system, dismisses Ameritech's practice of equipping installers with vacuum cleaners. "We prefer that our technicians don't make messes to begin with," he says.

#### FOUR-CENT DEAL

Consumers greet Ameritech with a mixture of delight, befuddlement, pent-up anger—and smarts. Leo Freckelton, an Ameritech installation manager, laments his uncle's refusal to switch to Ameritech. "He's the only one in the family who hasn't," Mr. Freckelton says. Instead, his uncle has used Ameritech offers to wangle better deals from Comcast. "I think [Comcast] is beating us by four cents" a month, Mr. Freckelton frets.

Some just want something new. David Kincaid, a machine-shop worker in Troy, was spending more than \$70 a month with TCI. "I don't know what I'm going to pay for Ameritech, but I want something to compare," he says. Pushing a button on Ameritech's interactive remote, he orders an episode of "The Brady Bunch," already in progress. A plot-summary box appears in a corner of the screen: "Jan makes promises she can't keep in order to win a popularity

contest," Mr. Kincaid smiles. "Cool," he says.

But change comes hard, even for some—such as Mr. Kline of St. Clair Shores—who say they are displeased with their provider. Mr. Kline is so upset with Comcast that he cuts off Mr. Roland's Ameritech sales pitch to extend his rant. "You came here and now you're gonna listen," he says. But when Mr. Roland finally offers a package that appears to be better than what Comcast gives Mr. Kline, the man scoffs. "You're priming the pump," he says, "You'll get it back from me in the long run."

Having failed to make the sale, Mr. Roland shakes his head. "Some people don't realize that competition is going to change things," he says. "It's their mindset that [cable TV] is a monopoly, and they don't really understand competition."

Mr. Roland, who just turned 24, wears an earnest smile and keeps his red hair neatly combed. This is his first job since college, and he says he loves it, because "I get to talk to people and set my own hours." On a good day he adds five or six subscribers; his record is 14. His salary and commissions let him afford a new Acura couple and season tickets to Detroit Red Wings hockey games.

#### PEER PRESSURE

He spends afternoons and evenings knocking on doors and juggling follow-ups on his cell phone and pager. "A lot of people turn me away and then all their neighbors sign up and then they call me," he says. Not everyone welcomes him, though. One man told Mr. Roland "If I didn't get off his property, he was going to shoot me."

One afternoon in Troy, Mr. Roland lobbies Donald Boisvenue, a computer specialist who slumps in his front door in cutoff jeans and a sweatshirt, looking bored. Mr. Roland shows him a picture of Ameritech's on-screen channel guide. "That doesn't impress me much," Mr. Boisvenue says. Mr. Roland explains how the remote makes it easy to program a VCR. "Programming a VCR is no big whoop," Mr. Boisvenue says. Mr. Roland asks how much TCI charges. "They're too expensive," Mr. Boisvenue says, "but you guys are going to be the same." Mr. Roland leaves a brochure and heads to the next house. "Not good," he says.

An hour later, though, a voice-mail message from Mr. Boisvenue asks him to return. Sitting in his family room, Mr. Boisvenue confesses that his wife saw Ameritech's brochure and demanded, "Why didn't you try this?" He says Mrs. Boisvenue is upset with TCI price increases, and now Mr. Boisvenue starts recalling things "that drive me crazy" about TCI. He signs up.

Back in his car, Mr. Roland phones Walter Bartels, 29, a human-resources professional. Mr. Bartels had complained two weeks earlier that Ameritech workers damaged his lawn while burying cable. The company's quick response so impressed him that he wants to cancel TCI and take Ameritech. Mr. Roland tells him his monthly bill will drop to \$21 from \$28, although it will climb to \$31 after a one-year discount expires. Clicking off his cell phone, Mr. Roland says, "That's a success story; you should've heard the conversations we had the other day."

But two weeks later in St. Clair Shores, Downing Street is a downer for Mr. Roland. At house after house, people either aren't home or they say they are satisfied with Comcast. "I've never seen so many people happy with their cable service," he complains. Just then a Comcast van pulls up and Mr. Roland watches balefully as a technician trots up to a house. "They're giving everybody their new interactive box," Mr. Roland says. "Everything we're doing, they're copying." (Comcast says it decided to upgrade local systems three years ago.)

He finally gets to make a pitch in the living room of Robert and Evelyn Mutart. Like many older people, they aren't keen about the high-tech remote or on-screen guide. But Mrs. Mutart wonders whether the Disney Channel comes free. "Yep," Mr. Roland says, "You'll get it 24 hours a day." Mr. Mutart, a 73-year-old retired electrician, grins. "Yeah," he says, "I need the Disney Channel 24 hours a day." Mr. Roland leaves without making a sale—but the Mutarts subscribe several days later.

He has better luck on Blackburn Street. Norman and Joanne Galeski are intrigued by the remote's VCR-programming feature. "How long do we have to go to school to learn all this?" Mr. Galeski quips. His wife doubts that Ameritech really will cost less. "I'm sure after everybody commits to this, you'll jack up the price," she says. If so, Mr. Roland says, "there's nothing stopping you from going back to Comcast."

Finally, Mr. Galeski says he wants to switch. "You better not screw this up because it took me a year to figure this out," chides his wife, pointing at the VCR. "If it doesn't work out, you can call [Comcast] back."

The family next door interrupts a baked ham dinner to welcome Mr. Roland. "You made a sale before you walked in," says Fred Hawreluk, a bank official. "Just tell me what you've got and how much it costs."

While Molly the yellow Labrador sniffs Mr. Roland's leg, Mr. Hawreluk explains that he soured on Comcast over a billing dispute involving \$8 a month. "It wasn't the money, it was the principle," he says. Still, he balks after scanning Ameritech's channel lineup: "I'm not sure we'll be getting everything we get from Comcast."

His wife shushes him: "We don't watch all of that stuff anyway."

Mr. Roland just smiles and asks if he can use the phone to schedule an installation.

#### IN HONOR OF IRENE M. MORROW

#### HON. DENNIS J. KUCINICH

OF OHIO

IN THE HOUSE OF REPRESENTATIVES

Wednesday, September 24, 1997

Mr. KUCINICH. Mr. Speaker, I rise today to honor Irene Morrow, who will receive an award this week for outstanding contributions to the Greater Cleveland community from International Services Center [ISC] in Cleveland, OH.

International Services Center is an agency that assists refugees, immigrants, and other newcomers to the United States to overcome social and economic barriers and adjust to a new culture and way of life. The organization is honoring four individuals this year for their exceptional work on intercultural and interracial issues. These individuals have been chosen because of their commitment to the community and their lifelong achievements which reflect the spirit and the mission of ISC.

Ms. Morrow worked in public service from 1964 through her retirement in 1989. She served as deputy auditor in charge of Cuyahoga County payrolls for 8 years. She spent the next 17 years serving as personnel administrator and secretary of the Civil Service Commission for the city of Cleveland. Upon her retirement from civil service, she embarked on another career in food management and service.

Ms. Morrow has been involved in numerous community organizations and associations.