

Berkeley, where he earned both undergraduate and law degrees in the 1950's, Larry's first venture into the working world consisted of a 5-year tour in the Alameda County District Attorney's Office where he served on the senior trial staff and worked hard for the people. In 1960, Larry further distinguished himself by joining forces with my father, former California State Senator Fred Farr, in the Law Offices of Farr, Horan & Lloyd, and served with distinction until a greater calling came.

Like many of us who followed the vision of our valiant President, John F. Kennedy, Larry decided the best gift he could give the world was one of service. He enlisted in the Peace Corps to make the world a better place and worked hard for 3 years to improve the plight of those living in the Central and South American countries where he lived with his wife Jean and where his youngest daughter, Maureen, was born. In 1967, Larry was named regional director of the Office of Economic Opportunity for the Western United States. Larry returned to California's beautiful central coast in 1970 where he became president and founding member of the Law Offices of Horan, Lloyd, Karachale, Dyer & Schwartz and Law & Cook Inc.

While working to benefit his local community, Larry has also given of himself in countless other ways. Sitting on the board of directors of the Monterey Institute of International Studies, he also serves as a trustee of the Naval Postgraduate School Foundation, on the board of advisors of the Big Sur Land Trust, as an advisor of the Friends of Moss Landing Marine Laboratories, on the Board of Directors of the Franciscan Workers and as Chairman of the Board of Directors of the Special Olympics of northern California, the organization that honored him.

I could go on and on about Larry Horan. To me, he symbolizes the very best qualities of the American spirit. Generous and compassionate to a tee, Larry is one of those very unique people who profoundly impacts all those he touches. He is a natural-born leader and deeply deserving of all the praise we can bestow upon him.

VOLUNTARY ALCOHOL ADVERTISING STANDARDS FOR CHILDREN ACT

HON. JOSEPH P. KENNEDY II

OF MASSACHUSETTS

IN THE HOUSE OF REPRESENTATIVES

Monday, April 14, 1997

Mr. KENNEDY of Massachusetts, Mr. Speaker. This Bud's for you—It's Miller Time—Tap into the Rockies—I love you Man—these phrases have become familiar sounds in the living rooms of homes across the country. Soon, you will also be able to recall slogans for Seagram's Crown Royal whiskey and Hiram Walker's Kahlua liqueur, and a host of other spirits. In too many cases, it is children that are influenced by such ads—remembering and reciting these jingles, leading many to their first drink of alcohol in hopes of imitating the athletic, academic, or social success being sold to them over the airwaves.

The Wall Street Journal and Ad Age recently reported on the prevalence of alcohol advertising on television stations and during programming that have large youth audiences.

For example, beer ads were shown to run frequently on MTV, a rock music station that is popular with kids. So the message to kids is to sit down with a brew to watch Beavis and Butt-Head?

Alcohol use and abuse among our children is on the rise. Alcohol-related deaths are the No. 1 killer of people under the age of 24—killing more than 100,000 people each year, 5 times as many as the death toll for illicit drugs. There are approximately 18 million alcoholics or problem drinkers in our country, 4 million of whom are minors.

We spend \$15 billion a year fighting the war on drugs in this country. Yet alcohol, America's No. 1 drug, is promoted by billions of dollars in slick ad campaigns that tell kids if they want to be the first down the mountain, or get a good-looking date, or win the bicycle race, all they need to do is drink a beer, a wine cooler, or shot of whiskey.

For nearly 50 years the Distilled Spirits Council of the United States [DISCUS] had the right idea. As model corporate citizens, they voluntarily agreed not to advertise their product on television.

However, by ending their voluntary industry ban last November, they made a decision to lower the bar at a time when it needs to be raised.

The hard liquor industry had a legitimate argument that they were at a competitive disadvantage under their old code because the beer and wine industries advertise aggressively. But they took the wrong direction in an effort to even the playing field. We want fewer alcohol advertisements on television, not more.

I have in the past, and will again, introduce legislation which places specific restrictions on all alcohol advertising—beer, wine, and distilled spirits—particularly where alcohol products are being marketed to young audiences. These bills, the Just Say No Act and the Comprehensive Alcohol Abuse Prevention Act, prescribe specific restrictions with which I feel the alcoholic beverage industry should comply.

However, today we are embarking on a new, voluntary approach to solving this problem—not to be confused, though, as abandoning old strategies. We are convinced that television broadcasters, under their public interest obligations, should be expected to add their voices to this important debate by developing a voluntary code of conduct for alcohol advertising that will limit the exposure of such ads to children.

Some broadcasters have taken the first step. When the hard liquor industry abandoned its voluntary pledge not to advertise on television, all of the major network stations publicly stated that they would not accept their ads. Yet viewing audiences have been baptized with hard liquor ads around the country because network affiliates have agreed to air them. More can and should be done about all televised alcohol advertising that targets young audiences.

The legislation that I will introduce with my colleagues today, the Voluntary Alcohol Advertising Standards for Children Act, is a tool that will bring to bear a new benchmark for responsible advertising of beer, wine, and distilled spirits. Under this legislation, an antitrust exemption is established so that television broadcasters can come together to devise the new code of "kid-friendly" standards.

While the legislation does not prescribe or mandate what the final code should look like,

it does lay out five general guidelines for consideration:

First, content—alcoholic beverage companies often market their products by using sex, fantasy, sports figures, cartoons, and fast music. Advertisements using such content clearly have a strong market appeal to youthful audiences.

Second, frequency—families should be able to turn on their televisions without being overwhelmed with alcohol advertising campaigns. Alcohol ads should not be airing in homes at a rate that surpasses advertisements of other products.

Third, timing—children are less likely to be watching TV late at night. Alcohol advertisements should not be airing during prime time viewing hours or hours when children are likely to be a significant portion of the overall viewing audience.

Fourth, program placement—what television shows are sandwiched in between alcohol advertisements? "The X-Files"? Early Saturday sporting events? Alcohol ads should not be aired immediately preceding, during, or directly following television programming that has a significant youth audience.

Fifth, balanced messages—some deliberation should be given to the issue of balancing advertisements promoting alcohol consumption with public information messages about the risks of alcohol use by minors.

This bill would give the broadcasters 1 year to develop their code. The Federal Communications Commission [FCC] is required to approve the code before it is implemented, seeking public comment. If after 1 year, the broadcasters fail to develop their own standards, the FCC is given the authority to impose their own code, using the same five guidelines.

Any FCC-imposed code must be developed in a partnership with an advisory committee composed of parents, broadcasters, public interest groups, and other interested individuals from the private sector. The final, approved code would be enforced as a regulation by the FCC, punishable by monetary penalties.

This is largely a hands-off governmental approach. Regulators do not get involved in the creation of this code unless broadcasters abandon their responsibility to do so.

Alcohol is not a legal product for consumption by minors and therefore should not be advertised in a manner, place, or time where children are likely to be influenced. This legislation gives concerned parents and the public a voice in protecting their children from these negative influences. And this bill gives broadcasters the latitude to voluntarily develop alcohol advertising standards which they believe will protect children under their public interest obligations. All would be served well by passage of this legislation.

TIME TO PUT EQUITY FOR WOMEN BACK ON THE AMERICAN AGENDA

SPEECH OF

HON. SHEILA JACKSON-LEE

OF TEXAS

IN THE HOUSE OF REPRESENTATIVES

Thursday, April 10, 1997

Ms. JACKSON-LEE of Texas. Mr. Speaker, I rise today in support of the Fair Pay Act of 1997, a bill that would ensure that men and women receive the same wages for equal

work. It could not be more appropriate to discuss this bill today, because tomorrow is Pay Inequity Day. Pay Inequity Day is April 11—3½ months into 1997—and it is the day on which women's earnings finally equal those of men for the previous calendar year.

Pay inequity is no longer just a women's issue. It is one that intimately affects many American families as more and more American families rely on women's wages. An increasing number of families are headed by single working women. Many more families, those with two parents, find that to make ends meet it is necessary for both parents to work. In two-parent families, 66 percent of women work and the number of female-headed households has more than doubled since 1970.

At a time when families are increasingly dependent on the money earned by their female members, women with similar qualifications still earn less than 72 cents for every dollar earned by men in comparable jobs. Over her lifetime, a woman loses more than \$420,000 to pay inequity. Wage discrimination costs all women together more than \$100 billion a year. This is money that the American family can ill afford to lose.

I ask that my colleagues support this important legislation that will address gender pay inequity and in so doing take a stand to help America's working families.

TRIBUTE TO PATRICIA GORDON

HON. DAVID E. BONIOR

OF MICHIGAN

IN THE HOUSE OF REPRESENTATIVES

Monday, April 14, 1997

Mr. BONIOR. Mr. Speaker, today I rise to congratulate Patricia Gordon, Secretary of the Year. On April 23, 1997, Ms. Gordon will be honored at the Secretaries Day Banquet during Professional Secretaries Week.

Each year, the Macomb Chapter of Professional Secretaries International chooses the Secretary of the Year based on a list of important qualities. Candidates are chosen based on their education, work experience, and involvement in PSI activities. Ms. Gordon's professional accomplishments and expertise led to the honor of Secretary of the Year.

Ms. Gordon began her career as an office professional 23 years ago as an office co-op at Center Line High School. For the past 10 years she has been employed by East Detroit Public Schools. Ms. Gordon is a group benefit secretary under Assistant Superintendent Raymond Berlin. She has made an important contribution to education and her community by performing many of the fundamental responsibilities that allow the schools to operate everyday.

In 23 years, Ms. Gordon has earned a CPS designation, been an active member of Professional Secretaries International and has obtained her real estate license. Ms. Gordon and her husband have also raised four children, Mellanie, Erica, Lauren, and Alexander. Her future goal is to continue her education and earn a degree in business.

I ask my colleagues to join me as I commend Ms. Gordon on her hard work and accomplishments as she accepts the award of 1997 Secretary of the Year.

CONGRATULATIONS TO THE GARY ALUMNAE CHAPTER OF THE DELTA SIGMA THETA SORORITY

HON. PETER J. VISCLOSKY

OF INDIANA

IN THE HOUSE OF REPRESENTATIVES

Monday, April 14, 1997

Mr. VISCLOSKY. Mr. Speaker, it is truly my pleasure to congratulate the Gary Alumnae Chapter of the Delta Sigma Theta Sorority as it hosts a statewide Founders Day Celebration on Saturday, April 26, 1997, at Marquette Park in Gary, IN.

The Gary Alumnae Chapter will host the Founders Day Celebration with the help of 14 Delta Sigma Theta Chapters throughout the State of Indiana. The statewide celebration will feature Delta Sigma Theta Sorority's National President, Marcia L. Fudge, Esq., as the keynote speaker at a private banquet. After the celebration, Ms. Fudge will be introduced to community leaders at a reception held at Marquette Park from 5 to 7 p.m. During the reception, Mayor Scott King of Gary, IN, will present her with a proclamation from the city of Gary. In addition, Ms. Fudge will receive a proclamation from Indiana Governor, Frank O'Bannon. The festivities will conclude with area Deltas worshipping with Ms. Fudge at St. Timothy Community Church in Gary, IN.

Founded in 1913 at Howard University, the Delta Sigma Theta Sorority is a public service sorority comprised of over 200,000 members, both nationally and internationally. The founders of Delta Sigma Theta defined the organization's purpose as "establishing and maintaining a high standard of morality and scholarship among women."

Since its inception in 1938, the Gary Alumnae Chapter has worked diligently to fulfill the Delta Sigma Theta mission in northwest Indiana through members' participation in a variety of public service initiatives. Some of the local activities include: sponsorship of food banks and clothing drives; aid to Marion Home; a local shelter for pregnant teens; sponsorship of Delteens, an organization which organizes activities for high school junior and senior girls; and the awarding of \$4,000 in college scholarships annually. The chapter also participates in Project Read, Stop the Violence Campaign, Kids Vote USA, and voter registration efforts. In addition, the Gary Alumnae Chapter has devoted much of its energy and resources to national public service efforts. Members of the chapter aid the NAACP, NAACP Defense Fund, the United Nations Children's Fund, and Habitat for Humanity, through financial contributions, and participation in local events.

It is my distinct privilege to congratulate the members of the Gary Alumnae Chapter of Delta Sigma Theta as it hosts the statewide Founders Day Celebration. The members of this organization are most deserving of the pride and honor exhibited on this very special occasion, as they have provided invaluable services to the citizens of northwest Indiana through their hard work and dedication. May this event prove to be most successful and rewarding.

TRIBUTE TO PETER BEHR

HON. SAM FARR

OF CALIFORNIA

IN THE HOUSE OF REPRESENTATIVES

Monday, April 14, 1997

Mr. FARR of California. Mr. Speaker, I rise today to honor the late Senator Peter Behr, a dedicated and inspiring public servant of California. Senator Peter Behr was an instrumental force in the California legislature who was driven by principles and a commitment to preserving our precious environment. In his nearly 30 years of service, Senator Behr served as an inspiration to both his colleagues and constituents, including me. He will be remembered for his unparalleled environmental activism and for epitomizing the characteristics of an inspiring leader.

Senator Behr's admirable career in politics began as city councilman of Mill Valley in 1956. While serving in Marin County, he was recognized for leading a grassroots campaign to preserve and protect California's Pacific coastline. Through hard work and dedication, he moved up to county supervisor, and shortly thereafter he was elected to represent Marin in the California Senate.

One of Senator Behr's most notable accomplishments was the save-our-shores petition drive, which was instrumental in the formation of Point Reyes National Seashore, a beautiful expanse of the northern California coast. Additionally, Senator Behr established The 1972 Wild Scenic Rivers Act, which provided protection for priceless rivers.

After retiring from the senate, Senator Behr remained dedicated to preserving California's natural resources by involving himself with various organizations which strive to preserve our precious environment. He demonstrated his leadership among such groups as the Sierra Club Foundation, Friends of the River, and the San Francisco Foundation.

Today, Senator Behr is recognized as an exceptional politician who earned the utmost respect from both his colleagues and constituents. He will be remembered as an avid protector of the environment whose visionary ideology will remain a model forever. I ask my colleagues today, to join me in recognizing Senator Behr's accomplishments and the legacy he will surely leave behind.

ISRAELI PRIME MINISTER NETANYAHU'S ADDRESS TO AIPAC

HON. BENJAMIN A. GILMAN

OF NEW YORK

IN THE HOUSE OF REPRESENTATIVES

Monday, April 14, 1997

Mr. GILMAN. Mr. Speaker, last week Israeli Prime Minister Benjamin Netanyahu made a major speech at the annual AIPAC policy conference dinner. This event is the pre-eminent pro-Israel activity in our Nation's capital, and was attended by over 150 Members of Congress. Because the Prime Minister's remarks are very timely and deserving of special attention, I would like to share them with my colleagues, and therefore request that they be reprinted at this point in the CONGRESSIONAL RECORD.