

Mr. Speaker, I close my statement by thanking all of my fellow members for your time and by urging all Members of the House to support of passage of H.R. 989.

STUDENT PRIVACY PROTECTION  
ACT

**HON. GEORGE MILLER**

OF CALIFORNIA

IN THE HOUSE OF REPRESENTATIVES

*Wednesday, September 22, 1999*

Mr. GEORGE MILLER of California. Mr. Speaker, as kids get settled in to school this year, I want to make sure that they and their parents are aware of a disturbing trend taking place on campuses across the country.

Companies are increasingly entering the classroom to acquire hard-to-get information about the purchasing preferences and personal habits of young people. They are doing this because kids aged 4 through 12 are the hottest market group being targeted by retailers and others.

The problem is, kids do not always know if they are divulging personal information, and parents may not know that their children are spending part of their school day teaching companies how best to target young people.

That is why I am introducing legislation today that will protect student privacy and parents' rights to information about their children's education.

The legislation would prohibit schools from letting students participate in various forms of market research at school without their parent's written permission. My bill also would require a broad study of commercial involvement in the classroom.

I am proud to have the support of Consumers Union and the National Parent Teacher Association in this effort. The PTA has been a leader in supporting efforts to improve educational quality and Consumers Union has been a champion of consumer privacy.

I strongly urge my colleagues to join me in supporting this important legislation.

Normally, we do not think of privacy and educational quality as issues that overlap. But the fact that both these groups are here today illustrates how market research in schools touches upon a range of issues that concern diverse groups.

As you know, there is a growing concern over privacy in this country, where Americans are becoming increasingly aware of the fact that the benefits of new technology can also lead to a loss of control over personal, medical and financial information.

I hear about this concern all the time. I support efforts by my colleagues to restore the privacy protections most of us have taken for granted.

Another major concern that nearly everyone in California and the Nation is talking about is the quality of our young children's education. For good reason, most Americans believe that our schools are not doing enough to prepare kids for the difficult challenges that lie ahead.

Educational quality and privacy concerns come together when private companies seek out the hotly contested youth market. Kids aged 4 to 12 directly spent more than \$24 billion and influenced their parents to spend \$187 billion in 1997, according to a Texas A&M study.

The classroom is fast becoming a preferred site to learn about student purchasing preferences because, "That's where the kids are," says Alex Molnar, director of the Center for Analysis of Commercialism in Education at the University of Milwaukee, Wisconsin.

According to the promotional literature for ZapMe! Corporation, a company that offers free computers to schools, "Children in grades K-12 are arguably the toughest audience for marketers to reach and quite possibly the most valuable . . . Pinpoint targeting of such an elusive audience is made possible via the most revolutionary educational medium in the world, the ZapMe! Knowledge Network." James Twitchell, author of *ADULT USA*, for advertisers, said that when it comes to kids in schools, "It doesn't get any better. These people have not bought cars. They have not chosen the kind of toothpaste they will use. This audience is Valhalla. It's the pot of gold at the end of the rainbow."

Students should go to school to learn, not to provide companies an edge in a hot market. But increasing numbers of companies are targeting schools as the best place to learn the purchasing preferences of young people. Unfortunately, they can do this today without the permission of parents, and sometimes without the knowledge of the students themselves.

Parents have a right to know how their children are spending their days at school. If parents do not want their children to be objects of market research firms while in school, they should have the right to say no. My bill gives parents that right.

By requiring parental consent for a student to contribute to any market research in school, students and parents will be able to retain more control over how the school day is spent and will be able to make an informed decision as to whether to reveal personal information that private companies otherwise might not be able to obtain.

Existing school privacy laws only protect official records and research funded by the Federal Department of Education. Current law leaves a loophole for companies to go into classrooms to get information directly from kids without parental consent. This information is then sold to advertisers and marketers, who use it to target students.

Consider these examples of the growing trend of using the classroom to solicit personal information from kids for market research:

Kids in a New Jersey elementary school filled out a 27-page booklet called "My All About Me Journal" as part of a marketing survey for a cable television channel.

Elementary school students in Kansas answered marketing questions over the school computer.

Students in a Massachusetts elementary school spent two days tasting cereal and answering an opinion poll.

The ZapMe! Corporation provides schools with free computers but then monitors students' web browsing habits, breaking the data down by age, sex and ZIP code.

Students in Honolulu schools divulge extensive buying habit information to the private company that runs its SmartCard system. The cards are used as student IDs as well as a means to purchase school supplies, concession stand items and school lunches. Promotional arrangements are also linked to the card.

It is clear that companies have a powerful incentive to go into class to solicit information

from kids. My legislation will ensure that parents retain the ultimate authority to determine if they want their kids to participate in this type of activity at school and thereby help protect the parent-child relationship.

By raising the issue of commercialism in the classroom, my goal is not to usurp local decision-making by schools, but rather to protect parents and students and encourage an informed discussion of all of the costs and benefits of these arrangements.

NORTH CAROLINA HURRICANE  
FLOYD DISASTER RECOVERY

**HON. EDOLPHUS TOWNS**

OF NEW YORK

IN THE HOUSE OF REPRESENTATIVES

*Wednesday, September 22, 1999*

Mr. TOWNS. Mr. Speaker, I rise today to salute the courage and tenacity of the citizens of my birthplace, the great State of North Carolina. They have endured, over the last few days, one of our Nation's worst natural disasters: Hurricane Floyd. I also want to lend my support to their recovery efforts.

As fellow Brooklynite Jackie Robinson once resonated, "a life means nothing except for the impact it has on others." At this moment, we must all reach out and lend a helping hand to North Carolina.

Although the impact of Hurricane Floyd was felt from the Bahamas to New England, North Carolina has shouldered the brunt of the storm. Governor Jim Hunt of North Carolina reported that at least 10,000 people are in shelters, an estimated 1,500 people are still stranded, and that preliminary property damage figures may exceed \$1.3 billion. The Federal Emergency Management Agency (FEMA) has predicted that this could be the most challenging recovery effort in the organization's history. Unfortunately, it has become painfully clear that Hurricane Floyd, combined with Hurricane Dennis, is shaping up to be the worst disaster North Carolina has ever witnessed.

So today I rise to say that this is not just a North Carolina problem; this is a national problem. We must all work together to ensure that the citizens of the great Tar Heel state fully recover from this unforgettable event.

That is why I will join with Congresswoman EVA CLAYTON of North Carolina and other members of Congress to send a legislative package that will provide further relief to the Hurricane survivors. I have also called North Carolina Governor Jim Hunt's office, which recently organized the N.C. Hurricane Floyd Relief Fund, to determine what other immediate assistance is needed. As we speak, thousands of people urgently need bottled water, non-perishable foods, clothing and bedding. For those who want to lend a helping hand, the donation hotline number is 1-888-786-7601.

Mr. Speaker, let us all take a moment out of our busy lives to remember North Carolina. To the citizens of North Carolina, I want you to know that you have my unwavering support. May God bless you.

MIDDLESEX COUNTY AMERICAN  
HUNGARIAN DEMOCRATS' 25TH  
SILVER ANNIVERSARY DINNER  
DANCE

**HON. FRANK PALLONE, JR.**

OF NEW JERSEY

IN THE HOUSE OF REPRESENTATIVES

*Wednesday, September 22, 1999*

Mr. PALLONE. Mr. Speaker, on Sunday, September 26th, the Middlesex County, NJ, American Hungarian Democratic Organization will be holding its twenty-fifth Silver Anniversary Dinner Dance at the Victorian Manor in Edison, NJ. I am proud to pay tribute to this exciting event and the great organization behind it.

The highlights of the event will include the presentation of the Anthony M. Yelencsis Memorial Citizen Award to Steve J. Yelencsis, brother of former Mayor Anthony M. Yelencsis of Edison, the founder of the Middlesex County American Hungarian Democratic Organization. The award will be presented by Anton Yelencsis, Tony's son.

The Anthony M. Yelencsis Memorial Scholarship Award is presented to high school graduates of Hungarian lineage who exhibit excellent scholastic achievements and other distinguished activities and service during their school years. This year, the award will be presented to Valentine S. Tarr by his uncle, Steven Tarr, the Chairperson of the Scholarship Committee.

In addition, the Distinguished Service Awards will be presented to Helen R. Gottlieb, Middlesex County and Edison Democratic Vice-Chairwoman by Dr. Thomas H. Paterniti, Edison Chairman, and to Edison Councilman William A. Kruczak by Edison Councilman Peter J. Barnes III for their contributions to the community and to the organization.

Mr. Speaker, the Hungarian-American community in Middlesex County is one of the largest in the Nation. The members of this community continue to make their mark on the community in numerous ways. When Hungarians left their homeland for the promise of America, particularly in response to the imposition of Communist tyranny, Middlesex County was one of the major areas that provided a home and a sense of hope for the future. The Hungarian immigrants and their sons and daughters, in turn, have contributed mightily to the growth and development of Central Jersey through their hard work and commitment to family and community.

While Hungarian-Americans have become an integral part of the larger American community, thoughts about the great Magyar motherland are still in their hearts and minds. Fortunately, we live in very exciting and hopeful times for the development and renewal of the Hungarian society and the steady improvement of U.S.-Hungary ties. It's hard to believe for some, impossible to forget for others, that just a few years ago the people of Hungary were trapped by the harsh realities of the Cold War, which they did not create but which nonetheless dominated their existence.

Hungary was a leader among Central European nations in establishing a democratic system, before the fall of the Berlin Wall. In the last decade, Hungary has steadily transformed itself into an independent, democratic, market-oriented society, integrated into Europe and the international trading network, a member of

NATO and a serious candidate for membership in the European Union. Unlike other areas of Europe where ancient hatreds have been allowed to fester, Hungary has worked to repair damaged relations with its neighbor Romania. Hungary, in particular among its neighbors, has shown an impressive degree of stability. Even during the Cold War, Hungary worked very hard against tough odds to establish itself as a society independent of Soviet domination in certain key political and economic spheres, and was granted Most Favored Nation status by the U.S. in 1978. Free and fair elections and a proliferation of political parties allow Hungarians of all viewpoints to participate in society. Even parties affiliated with former Communists maintain a commitment to maintaining integration with Western institutions.

A sister-city relationship has been established between New Brunswick, the county seat of Middlesex County, and Debrecen, Hungary, an arrangement to benefit the people of both communities. Developing business partnerships between New Jersey and Hungary will be good for business on both sides of the Atlantic, creating jobs and providing an increased flow of, and access to, goods and services. It's also good for peace and stability, removing the shadow of fear and suspicion that so often got in the way of U.S.-Hungarian relations during the bad old days of the Cold War.

I also want to pay special tribute to Hungary for its contributions to NATO in the operations in the former Yugoslavia, and in taking in refugees from those terrible conflicts. The instability in many of the surrounding lands will continue to test the ability of the new Hungarian democracy to be a force of stability. I am confident that democracy, civil and human rights and a healthy growing economy will triumph in Hungary, given the strong character, values and traditions of the Hungarian people and the help and support from the United States and other Western democracies.

To the leaders and members of the Middlesex County American Hungarian Democratic Organization, I say, Kosonom! (Thank you) and Egesszegere! (To your health).

TRIBUTE TO LA AGENCIA DE ORCI  
AND ASOCIADOS

**HON. DANNY K. DAVIS**

OF ILLINOIS

IN THE HOUSE OF REPRESENTATIVES

*Wednesday, September 22, 1999*

Mr. DAVIS of Illinois. Mr. Speaker, I take this opportunity to pay tribute to a new business which is locating and office on my Congressional District. La Agencia de Orci and Asociados, is one of the most successful Hispanic owner and operated advertising agencies in the United States and I pay tribute to them for their vision and commitment to better serve the needs of the Hispanic/Latino and other communities.

Established in 1986, in Los Angeles, California, La Agencia de Orci and Asociados opened offices (today), in Chicago, Illinois at 401 N. Michigan Avenue to better provide service to its clients in the Midwest and throughout the Country. The people and the business community of Chicago, unique in their diversity, will greatly benefit from La

Agencia's innovative marketing philosophies such as "Share of Heart." Acknowledged as 1998, Established Business of the Year by the Latin Business Association, La Agencia clients include Allstate Insurance, American Honda, Bell Atlantic, Hormel Foods, Ricosito Corn, Shell Oil and Washington Mutual.

This tribute is to recognize and honor the individuals who have demonstrated leadership, volunteerism and dedication. La Agencia de Orci Partners, Hector Orci and Norma Orci, founders and co-chairs, Roberto Orci, President, and Mariene Garcia, Executive Vice-President are committed to their industry leadership. La Agencia was instrumental in forming the Association of Hispanic Advertising Agencies (AHAA) with Hector Orci elected as its founding President. Actively engaged in building relationships with organizations in meaningful ways, La Agencia consistently develops solutions that make a positive difference for individuals and communities throughout our country.

La Agencia and their 83 agency associates actively participate in cultural and civic programs by providing award winning probono advertising to the United Way, Mexican American Legal Defense and Education Fund (MALDEF). The National Association of Elected and Appointed Officials (NALEO). Census 1990 and 2000, and the Children's Bureau of Southern California.

Mr. Speaker, distinguished colleagues, please join me in paying tribute to La Agencia de Orci as they continue their extraordinary commitment to the community. They have earned and deserve our recognition, respect, and praise.

HONORING MR. JEROME COHEN,  
SOUTHTOWN COUNCIL 1999 AMERICAN  
CITIZEN

**HON. KAREN MCCARTHY**

OF MISSOURI

IN THE HOUSE OF REPRESENTATIVES

*Wednesday, September 22, 1999*

Ms. MCCARTHY of Missouri. Mr. Speaker, I rise today to honor a legendary Kansas Citizen and extraordinary friend, Mr. Jerome Cohen. This week Jerry Cohen will be recognized as the Southtown Council's 1999 American Citizen for his historic record of civic service and volunteerism. This philanthropy and devotion to our community is an extraordinary model for all of us to follow. It is often said that Jerry's life is the consummate 20th Century Horatio Alger's story. He created a successful business and then focused on charity and helping those most in need. This tribute acknowledges his amazing capacity to give and the monumental impact he continues to have in our community.

Annually, the Southtown Council nominates an outstanding leader whose efforts greatly serve the area. This year's beneficiary of their American Citizen award, Jerry Cohen, is no exception. Born to Lithuanian immigrant parents and equipped with a strong work ethic, Jerry Cohen built a prosperous modern copier and business machine enterprise. Our community recognizes his friendship and an amazing six decades worth of charitable support to organizations like the Mayor's Christmas Tree Fund, the Starlight Theatre, the Shriners, the Liberty Memorial, the Parks and Recreation