

There was no objection.

APPOINTMENT AS MEMBER OF SOCIAL SECURITY ADVISORY BOARD

The SPEAKER pro tempore. Without objection, and pursuant to the provisions of Section 703 of the Social Security Act (42 U.S.C.903) as amended by Section 103 of Public Law 103-296, the Chair announces the Speaker's appointment of the following member to the Social Security Advisory Board to fill the existing vacancy thereon:

Ms. Jo Anne Barnhart, Arlington, Virginia.

There was no objection.

SCHOOL FUNDING IN AMERICA NEEDS OUR HELP

(Mr. FORD asked and was given permission to address the House for 1 minute and to revise and extend his remarks and include therein extraneous material.)

Mr. FORD. Mr. Speaker, I rise today to draw attention to an article that appeared yesterday in the USA Today written by columnist DeWayne Wickham entitled "Cash-Short Schools Need Nike More Than Twain."

In order to make up for shortfalls in their educational budget, the school system in Seattle has figured out a creative way to gather and galvanize funds for the school system. They have invited commercial advertisers into school grounds and school property to advertise to help make up for the shortfall.

I say to this Chamber and I say to colleagues on both sides of the aisle, what kind of message are we sending people in America? We can find money for programs throughout the budget. When it comes to children, we have to ask corporate America, and I salute our private citizens and the private sector for coming forward, but at a time when prison construction is growing at a rapid and exponential rate, Mr. Speaker and Members on both sides of the aisle, in this bipartisan fervor, what kind of message are we sending the children, schools, parents, and teachers throughout this Nation when we do not have the courage, the temerity or the will to step up to the plate and make sure that future generations of America are prepared, equipped, and ready for the challenges that we face in the 21st century marketplace.

[From USA Today, Mar. 11, 1997]

CASH-SHORT SCHOOLS NEED NIKE MORE THAN TWAIN

(By DeWayne Wickham)

The Washington Bullets do it. So do the Indianapolis Colts, Boston Celtics and New York Yankees. But if opponents get their way, Seattle's school system won't be following the lead of these and other major sports franchises. While the moguls of pro sports are lining their pockets with revenue from deals that transform sporting venues into giant billboards, Seattle's cash-strapped system is embroiled in a debate over whether to

allow "reputable" companies to advertise their products on school grounds. Cigarette and liquor ads would not be allowed.

The system's bean counters predict that the sale of advertising on athletic field scoreboards and at selected locations inside school buildings might generate \$1 million annually. That's roughly 8.5% of the \$35 million funding shortfall facing Seattle schools over the next three years.

But the plan, approved by the school board in November, is under attack. Last week, it tabled a call by its school superintendent to suspend the proposal. The superintendent's request followed complaints from people who want Seattle's schools to be an advertising-free zone. Like the constitutional separation of church and state, they think this divide should be a basic tenet of our way of life. I think they need a reality check.

Schools already are overrun with advertising. The free kind. Most of it is worn into classrooms by schoolchildren. They are human ads for Tommy Hilfiger, Calvin Klein, Nike and a host of other name-brand makers. Banning advertising won't stop the walking commercials that many fashion-conscious students have become. The only thing this policy reversal will do is deepen the school system's financial problems.

The projected budget deficit, a result of caps on state education aid and property tax rates, has forced the board to consider requiring thousands of middle and high school students to ride public buses to save on transportation costs. As this revenue crisis deepens, opponents remain unmoved. They say students are a captive audience, and it isn't fair to allow companies to target them, even if it would bring in some badly needed cash. But if the job of schools is to prepare youngsters for the real world, why not introduce them to it by opening the doors to advertisers? The benefit of doing so can be more than financial.

School systems that permit advertising are in a better position to influence the kinds of ads students see. They can reject moronic, tasteless ads. Conditioning advertisers to make more intelligent, less socially offensive commercials can produce some valuable, long-term rewards. Commercial ads are an important part of this nation's pop culture. Like it or not, the Energizer Bunny is probably better known to most schoolchildren than Mark Twain. But that can change.

Forced to compete for the chance to put their images before youngsters—many of whom will be making lifelong product choices—advertisers will bend over backward to satisfy the demands of educators for the highest quality commercial messages. Enter Mark Twain.

That's the kind of change school officials ought to be climbing over each other to achieve. Students who grow up with smart ads will become adults who expect no less from product promoters. That's a small but important victory against the dumbing of America.

Seattle can turn its fiscal crisis into an educational triumph for students—and advertisers. Or it can fool itself into believing that by refusing to accept paid ads, city schools will be commercial-free zones.

SPECIAL ORDERS

The SPEAKER pro tempore. Under the Speaker's announced policy of January 7, 1997, and under a previous order of the House, the following Members will be recognized for 5 minutes each.

The SPEAKER pro tempore. Under a previous order of the House, the gen-

tleman from Pennsylvania [Mr. PITTS] is recognized for 5 minutes.

[Mr. PITTS addressed the House. His remarks will appear hereafter in the Extensions of Remarks.]

DECERTIFICATION

The SPEAKER pro tempore. Under a previous order of the House, the gentleman from Texas [Mr. HINOJOSA] is recognized for 5 minutes.

Mr. HINOJOSA. Mr. Speaker, I rise today to express my feelings about certification of Mexico. I feel very strongly about this issue because I despise what drugs are doing to this Nation. It is a scourge that is ravishing our most precious resource: our youth.

Unfortunately, we know this all too well in the area of the Nation that I represent, south Texas. Daily in our papers and on the news, we see the devastation that is occurring with the impact that drugs are having on our children and our communities. It is a problem that I am committed to addressing, and one that is a priority of mine.

I know, however, that this is not a problem that I alone can solve. If we are to win the war, it will take a united effort. By that I mean efforts must be made on every level: local, State, and Federal. Just as important are the efforts we must make in our own homes. Only by joining together in combating this epidemic will we ever be able to declare victory.

That is why the issue of certification is so important to me. We are all aware that the drug problem is not unique nor internal to our Nation. It is an international crisis. As it affects us, so does it affect our neighbor to the north and our neighbor to the south. So when I say we must work together, I mean all of us, because we share borders. By doing so, and only by doing so, can we begin to turn the tide.

On March 1 the President certified Mexico, and since then we have heard from many who feel this was not a wise decision, that they are not making enough of an effort in this battle. I, however, feel that to take any action other than certification would be counterproductive, injurious, and unfair. I say this because I think it is we, in the long run as a nation, who ultimately will lose.

First, let us look at the facts. Last year Mexico seized 30 percent more marijuana than in 1995, 78 percent more heroin than in 1995, 7 percent more cocaine than in that same year, and arrested 14 percent more drug traffickers than this in 1995. Those are substantial numbers, showing the improvement that has been made. They are impressive numbers. What these figures tell me is that Mexico is making the effort, that Mexico is cooperating. Why then do we want to send back a message that says, nice try, but you failed?

In addition, Mexico has greatly improved its record on extraditions. During 1996 Mexico extradited a record number of individuals. Two of these