

We now spend more than a billion dollars each day for the Department of Defense. Results in the war on terrorism demonstrate that this is money well invested in our national security.

Whatever Don Rumsfeld says he needs should be provided by the Congress with pride in the extraordinary service his imaginative leadership is giving our country. As President Bush has proposed, we will need to increase the defense budget. When we do, let's compare what we need to spend on the Voice of America and the Freedom Radio services with what we need to spend on defense. Our international broadcasting efforts amount to less than two-tenths of one percent of Defense expenditures. Al Jazeera was started with an initial budget of less than \$30 million a year. Now Al Jazeera reaches some 40 million men, women and children every day, at a cost of pennies per viewer every month.

Congress should hold hearings now to decide what we should spend to get our message of freedom, democracy and peace into the non-democratic and authoritarian regions of the world. One suggestion is to consider a relationship between what we spend on defense with what we spend on communication. For example, should we spend 10 percent of what we spend on defense for communication? That would be \$33 billion a year. Too much. Should we spend 1 percent? That would be \$3.3 billion, and that seems about right to me—one dollar to launch ideas for every \$10 we invest to launch bombs. This would be about six times more than we invest now in international communications. We must establish a ratio sufficient to our need to inform and persuade others of the values of freedom and democracy. More importantly, we should seek a ratio sufficient to lessen our need for bombs.

Third, throwing money alone at the problem will not do the job. We need to use all of the communications talent we have at our disposal. This job is not only for journalists. As important as balanced news and public affairs programming are to our public diplomacy mission, the fact is that we are now in a global information marketplace. An American news source, even a highly professional one like the VOA, is not necessarily persuasive in a market of shouting, often deceitful and hateful voices. Telling the truth in a persuasive, convincing way is not propaganda. Churchill's and Roosevelt's words—"never was so much owed by so many to so few"—"The only thing we have to fear is fear itself"—were as powerful as a thousand guns.

When Colin Powell chose advertising executive Charlotte Beers as Under Secretary of State for public diplomacy and public affairs, some journalists sneered. You cannot peddle freedom as you would cars and shampoo, went the refrain. That is undoubtedly so, and Beers has several times said as much herself. But you can't peddle freedom if no one is listening, and Charlotte Beers is a master at getting people to listen—and to communicate in terms people understand.

So was another visionary in this business, Bill Benton. Before he served as Assistant Secretary of State, Benton had been a founding partner in one of the country's largest and most successful advertising firms, Benton and Bowles. To win the information war, we will need the Bentons and Beers of this world every bit as much as we will need the journalists. We have the smartest, most talented, and most creative people in the world in our communications industries—in radio, television, film, newspapers, magazines, advertising, publishing, public relations, marketing. These men and women want to help their country, and will volunteer eagerly to help get our message across. One of the first people we should enlist is a West Point grad-

uate named Bill Roedy, who is President of MTV Networks International. His enterprise reaches one billion people in 18 languages in 164 countries. Eight out of ten MTV viewers live outside the United States. He can teach us a lot about how to tell our story.

In 1945, a few years after the VOA first went on the air, the newly founded United Nations had 51 members. Today it has 189. In the last decade alone, more than 20 countries have been added to the globe, many of them former Soviet republics, but not all. Some of these new countries, as with the Balkan example, have been cut bloodily from the fabric of ethnic and religious hatred. Some of these countries are nominally democratic, but many—especially in Central Asia—are authoritarian regimes. Some are also deeply unstable, and thus pose a threat not only to their neighbors, but to the free world. Afghanistan, we discovered too late, is a concern not only to its region, but to all of us.

In virtually every case, those whose rule is based on an ideology of hate have understood better than we have the power of ideas and the power of communicating ideas. The bloodshed in the Balkans began with hate radio blaring from Zagreb and Belgrade, and hate radio is still common in the region today. The murder of 2 million Hutus and Tutsis in central Africa could not have happened but for the urging of madmen with broadcast towers at their disposal. The same has been true of ethnic violence in India and Pakistan.

I saw this first hand in the Cuban Missile Crisis of 1962. President Kennedy asked me to organize eight American commercial radio stations to carry the Voice of America to Cuba because the VOA was shut out by Soviet jamming. We succeeded, and President Kennedy's speeches were heard in Spanish in Cuba at the height of the crisis. As we kept the destroyers and missiles out of Cuba, we got the Voice of America in because we had enough power to surmount the jamming. On that occasion, our American broadcasts were more than a whisper.

Last spring—well before the events of September 11—Illinois Congressman Henry Hyde put the need eloquently. I quote him: "During the last several years it has been argued that our broadcasting services have done their job so well that they are no longer needed. This argument assumes that the great battle of the 20th century, the long struggle for the soul of the world, is over: that the forces of freedom and democracy have won. But the argument is terribly shortsighted. It ignores the people of China and Cuba, of Vietnam and Burma, of Iraq and Iran and Sudan and North Korea and now Russia. It ignores the fragility of freedom and the difficulty of building and keeping democracy. And it ignores the resilience of evil."

Fifty-eight years ago, Albert Einstein returned from a day of sailing to find a group of reporters waiting for him at the shore. The reporters told him that the United States had dropped an atomic bomb on Hiroshima, wiping out the city. Einstein shook his head and said, "Everything in the world has changed except the way we think."

On September 11 everything changed except the way we think. It is hard to change the way we think. But we know that ideas last longer than people do, and that two important ideas of the 20th century are now in direct competition: the ideas of mass communication and mass destruction. The great question of our time is whether we will be wise enough to use one to avoid the other.

HONORING BUNNY AND JERRY FRANKEL FOR THEIR CONTRIBUTIONS TO THE HOLLIS HILLS JEWISH CENTER

HON. GARY L. ACKERMAN

OF NEW YORK

IN THE HOUSE OF REPRESENTATIVES

Tuesday, June 4, 2002

Mr. ACKERMAN. Mr. Speaker, I want to ask the House to join me in recognizing Bunny and Jerry Frankel. Bunny and Jerry represent a true New York mixed marriage: She's from the Bronx, he's from Brooklyn and, for the sake of *shalom bayit* (peace in the home), they reside in Queens.

For the past twenty-eight years they have given unstintingly of themselves to the Hollis Hills Jewish Center and the Jewish community in Queens. Currently, Bunny is serving her second term as Administrative Vice President of the Center. Previously, she served for fourteen years as the synagogue's executive director and during those years, thanks to her expertise and her tireless work, the Center has flourished.

In addition to her extraordinary business sense and management skills, Bunny's insight, sensitivity and gracious personality made her especially effective in dealing with the many people needed to keep the Center operating: clergy, officers, trustees, committee chairpersons, professional staff, assorted *machers* and *yentas*, and synagogue members at large. Bunny always found ways to enable each of them make their own unique contribution to the synagogue.

With Jerry's constant support, insight and encouragement, Bunny has been a calm, cool leader with a special gift for problem resolution. And all of these contributions have been made while they were raising three extremely active, bright children, their twin daughters, Sheryl and Wanda, and their son, Scott. All three have gone on to become leaders in their own respective professions of marketing, education, and computer technology.

To note all of Bunny's incredible achievements for the Hollis Hills Jewish Center is impossible—the list is endless. But just to begin, it would have to include implementing superior budgetary controls; facilitating synagogue programs; organizing, tracking and managing all of the many fund raising activities, like the Dinner Dance, the Goods and Service Auction, the Bazaar and the Art Auction, among others; writing grants; administering personnel procedures and policies; negotiating vendor contracts; and supervising the office staff.

Bunny has been responsible for administering every aspect of the Center. For the religious school, Bunny interviewed staff, helped plan and coordinate programs, such as consecration, graduation, Purim carnivals, religious science fairs, high school seminars, and out-of-state trips for teens; and arranged for housing, transportation and touring. She coordinated all the committees, the nursery school, the summer camp, the junior congregation, the nursery parent rap groups, the college outreach, the adult education programs, the Holocaust Torah Scroll renewal, the *Selichot* service, the Sukkah-mobile, the lunch-and-learn sessions, the blood drives, the Russian clothing and food drives, the singles program, the groundbreaking ceremony, the room rental requests, and the list goes on and on.

Bunny's track record of creativity and competence brought her to the attention of the National Association of Synagogue Administrators. At their national conferences, Bunny delivered papers and led seminars which earned her a national reputation for professional excellence.

Following her employment in the synagogue, Bunny went on to work for State Senator Leonard Stavisky as head of his administrative staff. After two years of exciting work in government service, Bunny was invited to join the Solomon Schechter School of Queens as its executive director. In short order, Bunny revolutionized the administration and management of the flagship day school of the Conservative Movement.

As a citizen Bunny has not neglected her civic responsibilities. She is an active member of the Franklin D. Roosevelt Democratic Association of Queens where she has served in numerous executive board committee positions, including two terms as president. Currently, she is chairperson of the board.

Jerry is a longtime member of the executive board of the FDR Association where he has served as vice president of programming and is currently vice president of administration.

Jerry's work in the community is beautifully represented by his service as a docent at the Ridder Museum in Roslyn, where some of his own masterworks in the art of miniaturization have been displayed to the general public.

Jerry has given freely and fully of his time to the Center in his own capacity as a caring, committed Center member who has impacted powerfully on the good work of the *Bikur Cholim* Committee and other committees as well as serving as in-house videographer for countless Center programs.

Mr. Speaker, Bunny and Jerry Frankel are a model American couple who have provided exemplary service to the Hollis Hills Jewish Center and the Jewish community in Queens. I know the whole House of Representatives joins me in thanking them for their years of dedication and commitment.

TRIBUTE TO ERNANI C. FALCONE

HON. CHARLES A. GONZALEZ

OF TEXAS

IN THE HOUSE OF REPRESENTATIVES

Tuesday, June 4, 2002

Mr. GONZALEZ. Mr. Speaker, I rise today in honor of a man of conviction and honor, Ernani C. Falcone. Regrettably, Ernani Falcone passed away on Monday, May 13, 2002, but his strong, booming voice that always embraced the downtrodden and defended democratic ideals, will resonate with us forever.

Ernani, who many affectionately called "Nani", was many things at once, both a commander and a warrior; both a dedicated Democratic leader respected by the political elite, and a champion of the little guy; both a revered member of the San Antonio community and an activist who fought for local environmental preservation. He was colorful, charismatic, controversial, and always willing to stand up against special interests. San Antonio Mayor Ed Garza said of "Nani" who was a close friend and advisor, "He often spoke in a loud roar, but he did so thinking with his big heart."

A native Philadelphian by birth, but a Texan by nature, Ernani was a graduate of Princeton

University who always made a point of challenging the status quo and on occasion, unleashing a devilish laugh. He gained widespread recognition when, 10 years ago, he began positioning himself at the center of all major policy debates in San Antonio.

Ernani's political career began in Delaware County, a Philadelphia suburb, where he was the chair of the Delaware Democratic Party for 12 years. In 1987, he moved his family south, where he embroiled himself in Texas politics. Brash and flamboyant, he took San Antonio politics by the reins—becoming the founder of the Northwest Neighborhood Alliance and president of the Braun Station West Community Improvement Association.

A lover of nature, Ernani helped develop San Antonio's 1996 tree-preservation ordinance and later fought to make the ordinance stronger. It is difficult to think of someone who has worked harder, and with more devotion, to protect the environment of our ever growing city. Ernani was the kind of guy who, facing a city of growing skyscrapers, would notice even the smallest trees.

Most recently, Ernani was serving on a technical advisory committee that monitored revisions of San Antonio's Unified Development Code and was a member of the Zoning Commission. He never gave up. When decisions were being made that affected the San Antonio people that he loved so much, Ernani was there. Dressed flamboyantly in his bright shirts and ties that matched his personality, he was never a silent bystander.

It would be unwise, and perhaps impossible to forget Ernani Falcone. More than a president, commissioner, founder, or educator, he was an apotheosis for all politicians. He came to San Antonio with a bang, and the memory of his humanitarianism will not leave quietly. I stand here today to bid a farewell to "Nani" for all to hear. It is a fitting way to say goodbye.

HONORING DEPUTY SHERIFF
DENNIS PHELPS

HON. GEORGE RADANOVICH

OF CALIFORNIA

IN THE HOUSE OF REPRESENTATIVES

Tuesday, June 4, 2002

Mr. RADANOVICH. Mr. Speaker, I rise today in memory of Fresno County Deputy Sheriff Dennis Phelps. Deputy Phelps was killed in the line of duty on May 19, 2002.

Dennis was born in Leon, Iowa, on October 11, 1954. His family moved to Fresno, California, where he graduated from McLane High School in 1972.

Deputy Phelps began his career in law enforcement in the early 1980s as a special guard/bailiff assigned to the courts in Fresno County. After some time away from the department, he returned as a reserve deputy sheriff in June of 1999. He was hired as a full-time peace officer on October 30, 2000. Deputy Phelps successfully completed field training and was promoted to Deputy Sheriff Two on January 7, 2002. Dennis was Deputy Sheriff on Patrol of the Northeast Field Services.

In this time of unyielding resolve in our support of those who protect our nation both internally and externally, I offer my deepest sympathy and heartfelt appreciation to Deputy Phelps' wife, Dana, and children, Nicole and Kenny. I also thank the Fresno County Sher-

iff's Department for the services they provide and extend my condolences to them as they grieve the loss of their colleague. Deputy Phelps is a hero for his service and his sacrifice and we honor him for both.

Mr. Speaker, I rise today in memory of Deputy Sheriff Dennis Phelps. I invite my colleagues to join me in a moment of silence and in honoring Deputy Phelps for his service to the community.

TRIBUTE TO CEDAR
INTERNATIONAL FELLOWSHIP

HON. EDOLPHUS TOWNS

OF NEW YORK

IN THE HOUSE OF REPRESENTATIVES

Tuesday, June 4, 2002

Mr. TOWNS. Mr. Speaker, I rise today to pay tribute to the Cedar International Fellowship, of Brooklyn New York, and the visionary whose efforts have made this whole endeavor possible, Reverend Robert L.A. Reaves.

In the fall of 2001, while at the Cedar of Lebanon Baptist Church, located at 220 Hegeman Avenue, Brooklyn, New York, Reverend Reaves conducted a meeting for the express purpose of organizing a new church. On November 17, 2001, with the purpose of equipping the new church for the perfecting of saints for the work of the ministry, Reverend Reaves organized a church growth symposium at the Seaview Diner.

The new church was born on January 26, 2002, at 400 Thatford Avenue, in Brooklyn. Reverend Reaves resigned his position in the old Cedar Church, and assumed the role of founder and Senior Pastor of the new church, which was to be called the Cedar International Fellowship. The first worship service, attended by 108 members as well as by numerous visitors, was held on February 3, 2002. The spirituality of this ecstatic service reached such a peak, that the members joyously proclaimed: "Thus Saith the Lord, I will also take off the highest branch of the high cedar, and will set it; I will crop off from the top of his young twigs a tender one, and will plant it upon a high mountain."

But this was not a one-time occurrence. The International Fellowship has been described as a place "where the worshipers worship and the word comes alive." It focuses on Evangelism through the expository preaching of the word of God and the discipling of its members. Subsequently, the Church's vision statement is "winning one to win one to win another." This atmosphere of outreach has caused the Church's membership to multiply to the extent that, only several months after its inception, the Church can now boast of having 1000 members.

Therefore, I urge my colleagues to recognize the achievements of Reverend Reaves and the Cedar International Fellowship Church.

A PROCLAMATION RECOGNIZING
LUCAS JEFFREY CIFRANIC

HON. ROBERT W. NEY

OF OHIO

IN THE HOUSE OF REPRESENTATIVES

Tuesday, June 4, 2002

Mr. NEY. Mr. Speaker,