

## STOP STROKE ACT

**HON. CHARLES W. "CHIP" PICKERING**

OF MISSISSIPPI

IN THE HOUSE OF REPRESENTATIVES

*Thursday, December 6, 2001*

Mr. PICKERING. Mr. Speaker, the United States spends over \$30 billion each year in caring for persons who have suffered from strokes. Stroke is the third leading cause of death in this country, claiming the life of an individual every three and a half minutes. Today, Congresswoman CAPPS and I are introducing a bill that will help to educate the public on the symptoms of stroke and the importance of rapid treatment.

My home state of Mississippi is ranked seventh in leading the nation in stroke deaths. The STOP Stroke Act will provide the necessary tools to help hundreds of thousands of Americans make the right choice in seeking medical help with the onset of a stroke. We know that it is important that treatment be administered as quickly as possible after a stroke, yet fewer than three percent of patients receive clot-dissolving drugs that are necessary to improve the patient's recovery.

It is important that we take the steps that are required to educate the American public about the symptoms and treatments of strokes. We must work to pass the Stroke Treatment and Ongoing Prevention (STOP Stroke) Act to ensure that we save lives and improve the quality of medical treatment to stroke victims.

## IN MEMORY OF STAN KAPLAN

**HON. JOHN M. SPRATT, JR.**

OF SOUTH CAROLINA

IN THE HOUSE OF REPRESENTATIVES

*Thursday, December 6, 2001*

Mr. SPRATT. Mr. Speaker, Stan Kaplan survived the Depression, fought in World War II, and in 1965 moved with his wife, Sis, to Charlotte, North Carolina, where they purchased a radio station and took it to the top of the rating charts. Stan Kaplan died this week, leaving his adopted community far better than he found it. The Charlotte Observer sketched his life in an article that I would like to share with other Members of Congress. One can say of Stan Kaplan's life as another transplanted Charlottean, Harry Golden, said of his own life: Only in America.

I submit "Kaplan, Unsung, if Seldom Unheard, Hero" for inclusion in the RECORD.

KAPLAN: UNSUNG, IF SELDOM UNHEARD, HERO  
(By Jim Morrill and Mark Washburn)

He was a brash Yankee who brought his liberal politics and oversize personality to a Southern city that still minded its manners. Over the next four decades, Stan Kaplan never changed. But Charlotte did, often with a nudge from him. That awkward beginning turned into a comfortable, mutually beneficial partnership.

Kaplan, who suffered from cancer died late Monday of a heart attack. He was 76. A funeral will be at noon today at Temple Beth El, 5101 Providence Road.

Along with his wife, Sis, Kaplan helped transform Charlotte radio and founded the weekly Leader newspaper. He became a civic fixture who gave generously to the arts and other causes, as well as Democratic candidates.

"He was one of the great unsung heroes of Charlotte in the last 50 years," said developer Johnny Harris. "Stan and Sis have been such a major part of making this city better for all the people."

In a city of gray suits, Kaplan was a Technicolor character.

With beefy girth and bushy eyebrows, he managed a rumbled look despite tailored suits and French cuffs. He loved golf, good cigars and fancy cars. He once drove a Rolls Royce with a hood ornament that featured his own likeness, cigar and all.

A Pennsylvania native, he was a consummate salesman.

During the Depression he sold Band-Aids on the street and one year made more money than his father, a furniture salesman. After going off to fight in Normandy, he returned home and bounced around a succession of colleges and jobs in radio management.

He was working in syndication when he met Sis Atlass. More smitten with her than she was with him, he turned to a sales technique: flip charts.

"Stanley's fantastic," said one.

"You'll just love being married to him," said another.

"He's better looking than you think," read a third.

It worked. He and Sis, the daughter of a Chicago broadcasting executive, decided to buy their own radio station. Scouring the country, they settled in 1965 on a small Charlotte station called WAYS-AM, then in last place among eight AM stations.

The Kaplans renamed it "Big WAYS," changed the music to Top 40—then an alien format in the Carolinas—and spent lavishly on talent. Kaplan had a gift for gimmicks, and his first one shot the station past market leader WBT, then a courtly CBS affiliate still airing "The Arthur Godfrey Show" and soap operas.

He buried \$10,000 and launched the "Big-WAYS" treasure hunt, giving clues over the air. The hunt transformed Charlotte into a moonscape of craters. Excavations were found in vacant lots, parks and private yards. Police complained. So did the Federal Communications Commission. But Kaplan was undeterred, telling a critic at The Charlotte News, "You can say what you want, just get my call letters right."

The critic was John Kilgo, who later worked for Kaplan as news director of WAYS and is now associate publisher of The Leader. "He was an extremely competitive man," Kilgo said. "He would win the ratings battle and send a ratings book over to WBT to make sure they saw it."

Jim Babb, then general sales manager at WBT, said, "Stanley turned the radio market upside down for the paltry sum of \$10,000."

Riding rock music's surge of popularity, "Sixty-wonderful WAYS" was soon king of Charlotte radio and the talk of the industry. Kaplan bought another station—WROQ-FM—in 1972. He had an eye for talent and hired a hit parade of personalities including Morton Downey Jr., Jay Thomas, Robert Murphy, Long John Silver and Jack Gale.

"Stan hired people a little left of center, brilliant broadcasters but quirky in their own way. But Stan loved that. They were personalities," said NBC6 forecaster Larry Sprinkle, who spent 13 years at the station.

Since 1950, when he campaigned in Boston for a young Jack Kennedy's congressional campaign, Kaplan remained a fan of the family, campaigning later for Bobby and Ted Kennedy. On the Kaplans' 10th anniversary, they were feted at a party by Bobby Kennedy's widow, Ethel.

"I don't know anybody who knew Stanley who didn't love him," said former Kennedy aide Frank Mackiewicz.

He donated generously to N.C. Democrats, including Harvey Gantt, Jim Hunt and John Edwards.

"While he loved politics, you wouldn't say he was politic himself," said retired banker Hugh McColl Jr., a longtime friend. "Stanley was an in-your-face kind of guy."

The outspoken Kaplan once shoved a WBT reporter, which brought him an assault charge and eventual acquittal.

Through it all, he remained a salesman. Selling his radio stations, buying a newspaper, selling it and buying it again.

"He couldn't stay out of the action," said McColl. "I was always advising him to enjoy the roses, but that wasn't him. He was always back in the fray. Loved it too much. Loved the competition."

In addition to his wife, Kaplan is survived by daughters Leslie Kaplan Schlernitzauer and Susan Kaplan Guild. The family requests memorials be made to Temple Beth El, or to Charlotte Children's Hospital Fund in honor of Grace Schlernitzauer through the Foundation for the Carolinas, 217 S. Tryon St.

In an unusual tribute, at least 14 Charlotte radio stations will observe a moment of silence this afternoon in Kaplan's memory.

Jay Thomas, the former Kaplan DJ who went on to become a TV star, last spoke to Kaplan a week ago, as Kaplan lay ill with cancer. To his surprise, Kaplan started talking about his latest marketing project for The Leader.

"I said, 'Stan, I can't believe you're still trying to make sales calls,' Thomas recalls. 'He said, 'Just think. There's going to be someone out there who's going to say I was Stan Kaplan's last pitch.'"

## IN HONOR OF NEIL J. MOORE

**HON. EDOLPHUS TOWNS**

OF NEW YORK

IN THE HOUSE OF REPRESENTATIVES

*Thursday, December 6, 2001*

Mr. TOWNS. Mr. Speaker, I rise in honor of Mr. Neil J. Moore in recognition of his service to New York City's healthcare community.

Neil J. Moore has spent his entire career with the New York City Health and Hospital Corporation since starting as a High School Cooperative Intern in 1979. He has established a true commitment to public service. Today, he is a results oriented executive with broad-based knowledge in all areas of hospital finance. He is presently the Deputy Chief Financial Officer at the North Brooklyn Health Network which includes Woodhull Hospital and Cumberland Diagnostic and Treatment Center.

He has served in numerous capacities at other Health and Hospitals Corporation facilities including Kings County Hospital, East New York Diagnostic and Treatment Center and Dr. Susan Smith McKinney Nursing and Rehabilitation Center.

He received a Masters of Public Administration degree from Long Island University and a Bachelor of Science degree in Human Resources from St. Joseph College and has also completed studies towards an MBA degree. In addition, he completed an executive development program in Public Policy at New York University. Neil is affiliated with several national organizations, which includes the American College of Health Care Executives, The National Association of Health Services Executives, The National Association of Public