

like 11 million college students that are currently in that age group. Then if you see, in the next paragraph, success in reaching the college students today will determine the continued popularity and growth for our producers in our adult market segments tomorrow. And then in the next paragraph, achieving these goals will require strong consumer sampling efforts. Success in this area can only be achieved with an aggressive, efficient program. And then, if you go to the next page, which is page 5, it says, your first and foremost responsibility as a college representative, talking to the student who is going to do this, is consumer sampling. All activities on and off campus will focus on sampling. And then over on page 6, when you look at goals, it says, number one, create new users of U.S. Tobacco smokeless products. Number two, enhance the image of U.S. Tobacco and its product on campuses. And down where it says objectives, number one (a), the number one priority of all college reps is consumer sampling. And number one (b), sampling should be conducted at social events, fraternity parties, student unions and wherever students congregate. Then on page 1, I guess, at the top, the next page anyway, (d), it says promotional activities should be conducted to further create brand awareness and new consumers. You can see from this document, which we received from the Center for Disease Control, the purpose of the smokeless tobacco industry. Their sole purpose is to gain addiction on the part of our citizens. LB 48 does do just that, it's very simple. LB 48 does three things, number one, it prohibits the free distribution of smokeless tobacco products to anyone. Number two, it requires the Attorney General to file action for injunctions, and it assigns civil penalties for violations. I think that is an important thing you have to remember. We need to be involved more with...or less with criminal penalties as far as the industry is concerned, because they don't...that doesn't apply.

PRESIDENT: One minute.

SENATOR DIERKS: The bill is aimed at regulating the industry. I'd like you to see another sample that just came by my desk this morning. It came addressed to the American Cancer Society for all...of all things, and it is a...not a sample of smokeless tobacco, but it refers to cigarettes. I guess maybe it's somewhat brazen, there's a coupon in there that you can send back and get another free sample of cigarettes. How are you going to control that by an age group? Anybody can send that in and they can get it from their father's mail box when they get