

TRANSCRIPT PREPARED BY THE CLERK OF THE LEGISLATURE  
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SENATOR BOHLKE: ...I had seen a video of an ad some teenagers had put together in the state of Florida. We have that video running across, in the Senators' Lounge, if any of you would like to view it, showing what the teenagers were able to put together. In the February 7 issue of U.S. News & World Report, we have some interesting pages on teen tobacco wars. A number of this information we've heard on the floor before about the problem we're facing. But the lead paragraph says, the girls in the living room leaned toward the speaker phone with eyes raised, watching one another's reactions, looking like any prank phone callers at a weekend party. What is the lucky part about Lucky Strike cigarettes, asked one teen, maintaining her composure while the other giggles. Is it that I might live, she continues, prompting the executive at Brown and Williamson Tobacco Corporation to hang up. Laughter drowns out the dead line buzz. This TV commercial was part of a Florida campaign that drove teenage...that drove teen smoking rates in the state down nearly 20 percent, from 1998 to 1999, the greatest annual drop ever recorded by a state. I would like to repeat that. We've been talking about the increase in teen smoking, and all of us concerned about the critical issue that presents for the health of our teenagers in this state. And in Florida the teen smoking campaign, the smoking rates went down nearly 20 percent from 1998 to 1999, the greatest annual drop ever recorded by a state. When I have seen last year when I viewed the video of the teen ads from Florida, it seemed to me that they had a hard-hitting message. But it also appeared that a couple of them at that time did not have the expertise or the enhancement of a first-rate ad. That began my process of thinking how to possibly model something like that in Nebraska, but also allow the proper amount of money to make sure that the ads have the opportunity to go statewide and in a form that would actually hit home with teenagers. The bill then that I present to you models somewhat what they did in Florida. What we have done is to divide the state up into four size school districts, A, B, C, and D, according to enrollment numbers in those school districts. We also create a committee that would be a committee that may judge the ads or the idea, not necessarily an ad, the ideas that the teenagers may come up with. And so the teenagers, up to four on a team, can come forward with an idea on how best to talk about other teen...with other teenagers to