



June 6, 2001

Office of the Secretary,  
Federal Trade Commission, Room 159  
600 Pennsylvania Avenue, NW  
Washington, DC 20580.

Dear Sir:

Our local tobacco education and prevention coalition, Tobacco-Free Jackson County, strongly urges you to continue to issue periodic reports on how much the cigarette companies and smokeless tobacco companies spend each year to market and promote their products. We also urge you to continue to monitor the tobacco companies' marketing activities, and in future reports, to include a state-by-state breakdown of the reported marketing expenditures and include company-specific or even brand-specific marketing expenditure data.

This information is extremely important to local coalitions because it helps us to put a real face on the gigantic cost of tobacco. In future reports, it would also be helpful if you would include a breakdown of the different types of expenditures the companies make within the existing promotional-allowance and retail-value-added expenditure categories. This helps us explain to parents, community leaders and the general public just what we're up against as we struggle to keep our children off tobacco.

Thank you for your consideration.

Sincerely,

*Kaaren Borsting*

Kaaren Borsting  
Co-Chair  
Tobacco-Free Jackson County

**Jackson County Health & Human Services**

1005 East Main Street, Medford, Oregon 97504

541-774-8021

Fax 541-774-7977