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To: "antitrust@ftc.gov" <antitrust@ftc.gov>
Date: Tue, May 8, 2001 11:13 AM
Subject: Tobacco Advertising: Cost Reporting

Dear Sir or Madam

We understand that FTC is considering whether to continue its report to Congress on cigarette and smokeless advertising expenditures by the tobacco companies.

We strongly urge FTC to continue this reporting.

We who are working on the local level to reduce premature deaths and disabilities from tobacco vitally need this information, and there is no other way to obtain it without FTC diligence. We use it to compare to what we are seeing in our local communities. When FTC reported that tobacco industry advertising dollars had shifted from billboards to point-of-sale. We immediately began taking steps to monitor that at the local level. When we saw that that was true we began taking steps to develop local controls. In November, 2000 the Town of Paradise (Butte Co., Ca.) passed an ordinance limiting tobacco advertising to the industrial zone.

The FTC accomplishments let us at the local know what is happening at the local level. So many times we find that the same activities filter down even to our small towns. It's amazing, really, how aggressive the tobacco companies are at the local level. We, therefore, have to respond at the local level, as there is little to no response at the Federal or State levels.

Please give every consideration to how FTC work serves the people of the nation. Please continue to monitor tobacco advertising expenditures and continue reporting to Congress. That information is picked up by the press or by national advocacy groups where we can receive it and respond.

Thank you!