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May 24, 2001

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

Dear Chairman Pitofsky, Commissioner Anthony, Commissioner Thompson, Commissioner Swindle and Commissioner Leary,

The "Stop Tobacco in Oak Park" (STOP) Coalition of Oak Park, Illinois appreciates and urges you to continue your periodic reports on tobacco company marketing and promotion expenditures. These reports are critically important in our efforts to monitor the tobacco companies' marketing activities, stop tobacco marketing to our kids, and justify government investments in our comprehensive tobacco control efforts.

The STOP Coalition is comprised of representatives of community-based and national organizations working together to reduce the toll of tobacco in our community. Your reports are of vital importance in guiding our counter-marketing efforts. In particular, your reports lend credibility to our push for legislative improvements for the health and protection of the children in our community.

Your reports could further aid us if the following improvements were implemented:

- Include a state-by-state breakdown of the reported marketing expenditures;
- Include company specific or even brand specific marketing and expenditure data;
- Provide subtotals for marketing expenditures for regular versus "reduced-risk" tobacco products;
- Include a breakdown of the different types of expenditures the companies make within the existing promotional-allowance and retail-value-added expenditure categories (which account for the vast majority of all promotional spending by the companies).

We applaud your current reporting efforts and look forward to your reports in the future. If you have any questions please contact Gerry Castro at (708) 358-5490.

***The STOP Coalition:***

American Cancer Association  
American Heart Association  
American Lung Association  
Cook County Department of Public Health  
InTouch PSA#5  
Oak Park Department of Public Health

Oak Park/River Forest High School Youth  
Services  
Park District of Oak Park  
Prevention Team of Oak Park Family  
Services  
West Suburban College of Nursing