

OUR CHILDREN ARE THE TARGET. HOW DO WE PROTECT THEM?



76% of U.S. movies since 1999 show smoking. No wonder movies recruit more kids to smoke than traditional tobacco advertising. The solution is obvious.

To keep smoking out of future G, PG and PG-13 movies, Hollywood should treat smoking in kids' movies the same way it treats foul language.

Experts say rating smoking "R" would avert 60,000 deaths a year.

That's like ending all deaths from criminal violence, illegal drugs and HIV/AIDS combined.

Hollywood already tailors its films to achieve certain ratings. And the

tobacco industry is legally bound not to pay to get its products on screen. So there's really no reason to push smoking at kids 12-17, the age most smokers start.

Want to protect your kids from movies recruiting 390,000 new young smokers each year? Tell the media companies that own Hollywood studios how much parents *everywhere* care.

To make the strongest impression, write the CEO's of **Disney, Time Warner and Sony.**

They're responsible for the most U.S. films with tobacco images in the last seven years.

Our kids have been watching. And learning. We can still protect them.

But we must act now.



**WRITE DISNEY,
TIME WARNER &
SONY DIRECTLY...**

Robert Iger, CEO
THE DISNEY COMPANY
500 S. Buena Vista St.
Burbank, CA 91521

Richard Parsons, CEO
TIME WARNER
1 Time Warner Center
New York, NY 10019

Sir Howard Stringer, CEO
SONY CORPORATION
550 Madison Ave.
New York, NY 10022

GET SMOKING OUT OF KID-RATED MOVIES.

FREE Screen Out! Action Guide: www.smokefreemovies.ucsf.edu/parents

L-O-C-A-L S-P-O-N-S-O-R

OUR CHILDREN ARE THE TARGETS. HOW DO WE PROTECT THEM?



76% of U.S. movies since 1999 show smoking. No wonder movies recruit more kids to smoke than traditional tobacco advertising.

The solution is obvious. To keep smoking out of future G, PG and PG-13 movies, Hollywood should treat smoking in kids' movies the same way it treats foul language.

Experts say rating smoking "R" would avert 60,000 deaths a year. That's like ending all deaths from criminal violence, illegal drugs and HIV/AIDS combined.

Hollywood already tailors its films to achieve certain ratings. And the tobacco industry is legally bound not to pay to

get its products on screen. So there's really no reason to push smoking at kids 12-17, the age most smokers start.

Want to protect your kids from movies recruiting 390,000 new young smokers each year?

Tell the media companies that own Hollywood studios how much parents *everywhere* in this country care.

To make the strongest impression, write the CEO's of **Disney, Time Warner** and **Sony**. They're responsible for more than half of U.S. films with smoking in the last seven years.

Our kids have been watching. And learning. We can still protect them. But we must act now.

**SCREEN
OUT!**

Get smoking out of kid-rated movies.

FREE *Screen Out!* Action Guide: www.smokefreemovies.ucsf.edu/parents

L-O-C-A-L S-P-O-N-S-O-R

OUR CHILDREN ARE THE TARGET. HOW WILL WE PROTECT THEM?



L-O-C-A-L S-P-O-N-S-O-R

Write Disney, Time Warner & Sony directly...

Robert Iger, CEO
THE DISNEY COMPANY
500 S. Buena Vista St.
Burbank, CA 91521

Richard Parsons, CEO
TIME WARNER
1 Time Warner Center
New York, NY 10019

Sir Howard Stringer, CEO
SONY CORPORATION
550 Madison Ave.
New York, NY 10022

FREE *Screen Out!* Action Guide: www.smokefreemovies.ucsf.edu/parents

76% of U.S. movies since 1999 show smoking. No wonder movies recruit more kids to smoke than traditional tobacco advertising.

The solution is obvious.

To keep smoking out of future G, PG and PG-13 movies, Hollywood should treat smoking in kids' movies the same way it treats foul language.

Experts say rating smoking "R" would avert 60,000 deaths a year.

That's like ending all deaths from criminal violence, illegal drugs and HIV/AIDS combined.

Hollywood already tailors its films to achieve certain ratings. And the tobacco industry is legally bound not to pay to get its products on screen. So there's really no reason to push smoking at kids 12-17, the age most smokers start.

Want to protect your kids from movies recruiting 390,000 new young smokers each year? Tell the media companies that own Hollywood studios how much parents *everywhere* in the country care.

To make the strongest impression, write the CEO's of **Disney, Time Warner** and **Sony**. They're responsible for the most U.S. films with tobacco images over the last seven years.

Our kids have been watching. And learning. We can still protect them.

But we must act now.

SCREEN OUT!

GET SMOKING OUT OF KID-RATED MOVIES.

OUR CHILDREN ARE THE TARGET. HOW WILL WE PROTECT THEM?



76% of U.S. movies since 1999 show smoking. No wonder movies recruit more kids to smoke than traditional tobacco advertising. The solution is obvious.

To keep smoking out of future G, PG and PG-13 movies, Hollywood should treat smoking in kids' movies the same way it treats foul language.

Experts say rating smoking "R" would avert 60,000 deaths a year.

That's like ending all deaths from criminal violence, illegal drugs and HIV/AIDS combined.

Hollywood already tailors its films to achieve certain ratings. And the tobacco industry is legally bound not to pay to get its products on screen.

So there's really no reason to push smoking at kids 12-17, the age most smokers start.

Want to protect your kids from movies recruiting 390,000 new young smokers each year? Tell the media companies that own Hollywood studios how much parents *everywhere* care.

To make the strongest impression, write the CEO's of **Disney**, **Time Warner** and **Sony**. They're responsible for the most U.S. films with tobacco images in the last seven years.

Our kids have been watching. And learning.

We can still protect them.

But we must act now.

**SCREEN
OUT!**

GET SMOKING OUT OF KID-RATED MOVIES.

WRITE DISNEY, TIME WARNER & SONY DIRECTLY...

Robert Iger, CEO
THE DISNEY COMPANY
500 S. Buena Vista St.
Burbank, CA 91521

Richard Parsons, CEO
TIME WARNER
1 Time Warner Center
New York, NY 10019

Sir Howard Stringer, CEO
SONY CORPORATION
550 Madison Ave.
New York, NY 10022

FREE *Screen Out!* Guide:
[www.smokefreemovies.
ucsf.edu/parents](http://www.smokefreemovies.ucsf.edu/parents)

L-O-C-A-L S-P-O-N-S-O-R

OUR CHILDREN ARE THE TARGET.

HOW WILL WE PROTECT THEM?



GET SMOKING OUT OF KID-RATED MOVIES.

Write directly to Disney, Time Warner and Sony...

Robert Iger, CEO
THE DISNEY COMPANY
500 S. Buena Vista St.
Burbank, CA 91521

Richard Parsons, CEO
TIME WARNER
1 Time Warner Center
New York, NY 10019

Sir Howard Stringer, CEO
SONY CORPORATION
550 Madison Ave.
New York, NY 10022

FREE *Screen Out!* Action Guide: www.smokefreemovies.ucsf.edu/parents

76% of U.S. movies since 1999 show smoking. No wonder movies recruit more kids to smoke than traditional tobacco advertising.

The solution is obvious.

To keep smoking out of future G, PG and PG-13 movies, Hollywood should treat smoking in kids' movies the same way it treats foul language.

Experts say rating smoking "R" would avert 60,000 deaths a year.

That's like ending all deaths from criminal violence, illegal drugs and HIV/AIDS combined.

Hollywood already tailors its films to achieve certain ratings. And the tobacco industry is legally bound not to pay to get its products on screen.

So there's really no reason to push smoking at kids 12-17, the age most smokers start.

Want to protect your kids from movies recruiting 390,000 new young smokers each year? Tell the media companies that own Hollywood studios how much parents *everywhere* care.

To make the strongest impression, write the CEO's of **Disney, Time Warner** and **Sony**.

They're responsible for the most U.S. films with tobacco images in the last seven years.

Our kids have been watching. And learning. We can still protect them.

But we must act now.

SCREEN OUT!

L-O-C-A-L
S-P-O-N-S-O-R