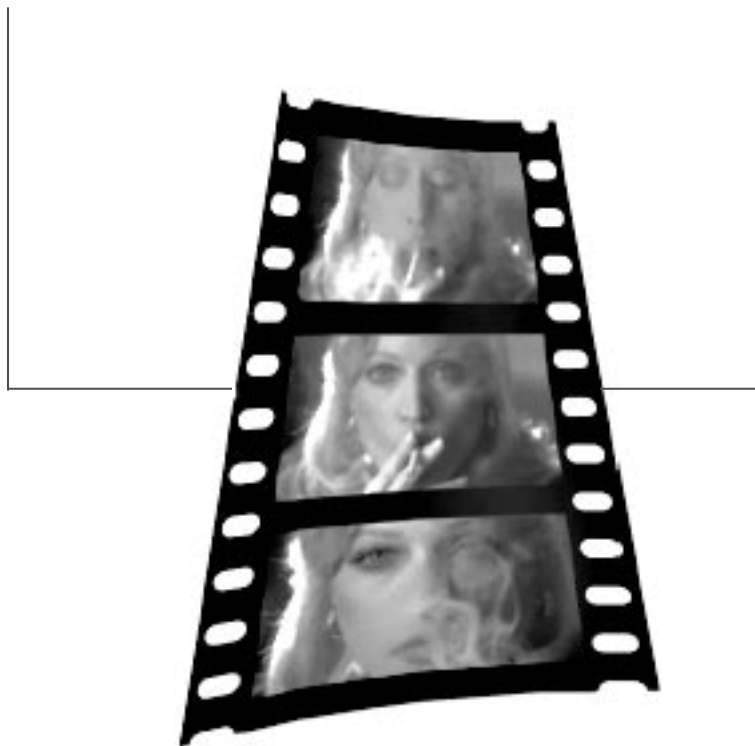


WHERE
THERE'S
SMOKE

HOLLYWOOD
& TOBACCO:
REALITY CHECK
STRIKES AGAIN!

ACTION GUIDE

WHERE THERE'S SMOKE



HOLLYWOOD
MOVIES HAVE
NOW BECOME
THE MOST
POWERFUL
RECRUITER OF
NEW SMOKERS.
AND THE #1
HEALTH THREAT
TO YOUNG
PEOPLE IN
AMERICA
TODAY.

HOLLYWOOD & TOBACCO
REALITY CHECK STRIKES AGAIN!



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What's wrong with smoking in movies?

Forty years after the U.S. Surgeon General first concluded that smoking causes lung cancer, tobacco companies still sell over twenty *billion* packs of cigarettes a year in the U.S.¹

Tobacco kills 453,000 Americans annually – 400,000 from smoking, 53,000 from secondhand smoke.² Heart disease, emphysema (loss of breathing capacity) and cancer from smoking make tobacco the leading cause of preventable death in the U.S. today.

With all the toxic ingredients in cigarette smoke, it's almost like sucking on a car's exhaust pipe. So how do tobacco companies get hundreds of thousands of Americans, 90% of them under age eighteen,³ to start smoking every year?

Well, it's not hard to sell an addictive drug once customers are hooked. Getting people to light up the first few times is the big hurdle. And researchers have found out that most young people try tobacco because they see it in the movies – a lot.

In the past five years, almost three-quarters of movies rated G, PG and PG-13 included smoking.⁴ And studies show that movies recruit more new young smokers than all tobacco advertising.⁵

The good news? If tobacco were left out of movies rated for kids, the effect of smoking in movies on kids would be cut in half.⁶ It all comes down to the seven major Hollywood studios and their choice to "greenlight" smoking in movies they want kids to see.

Educating audiences and convincing the studios to stop smoking in youth-rated films is what this handbook is all about.

CHECK IT OUT!

U.S. tobacco industry's domestic profits 2002:
\$7.2 billion⁷

Number of U.S. smokers:
46 million⁸

Tobacco companies' profit per smoker:
\$156 a year⁹

U.S. tobacco market decline 1997-2001:
22%¹⁰

Largest U.S. tobacco companies:¹¹
Philip Morris (Altria)
RJ Reynolds
Brown & Williamson (BAT)
Lorillard (Loews)
Liggett (Vector)

Percent of a study population of 2,600 smokers ages 14-16 who started because of smoking in movies:
52%¹²

Percent of young smokers in another study who started because of traditional tobacco advertising:
34%¹³

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Time for a Reality Check

Tobacco companies have deliberately cultivated a special relationship with Hollywood since at least the 1930s. Their own secret memos show:

- They **suppressed negative portrayals** of smoking...

- Supplied **free cigarettes** to a long list of Hollywood celebrities to encourage publicity and brand loyalty on screen...

- Paid cash to **place their brands** in specific movies

without audiences knowing.¹⁸

Despite legally-binding pledges from the largest cigarette companies to stop paying cash for brand placement, smoking incidents in Hollywood movies haven't declined.

In fact, there's more smoking in movies now than there has been in the last fifty years. And as the number of smoking scenes in G, PG and PG-13 movies has skyrocketed, younger and younger audiences are being exposed.

The growing body of scientific research on the influence of smoking in movies – and the failure of a decade of discussions in Hollywood to change the situation – has sparked the 21st Century's first *grassroots* campaign to address smoking in movies.

Reality Check, the New York state Tobacco Control Program youth action project, launched **Tobacco & Hollywood: Headed for a Breakup** in the fall of 2002. In its first six months, Reality Check had four objectives:

CHECK IT OUT!

Year Congressional hearings led cigarette companies to promise an end to product placement in movies:
1989¹⁴

Amount cigar makers spent on celebrity endorsements and product placement in 1997, most recent year reported:
\$338,000¹⁵

Year the Master Settlement Agreement (MSA) between large cigarette firms and 46 state attorneys general ordered an end to paid product placement in media accessible to young people:
1998¹⁶

Percent of movies of all ratings that showed smoking in 2003:
75%¹⁷



**HOLLYWOOD'S
PRIME AUDIENCE
STRIKES BACK
WITH MTV'S
RACHEL!**

Just a handful of the Reality Check activists hanging out with Rachel Robinson from MTV's *Road Rules*, *Campus Crawl* and *Battle of the Sexes*.

■ Create awareness among youth about how smoking is portrayed in the movies...

■ Educate youth about the tobacco industry's long involvement in Hollywood...

■ Change the way people view smoking in movies...

■ Persuade Hollywood to portray smoking realistically.

From information cards designed to be inserted in rental video boxes to critical screenings of new smoking films, 35,000 Reality Check members across New York state not only learned how Hollywood movies spread tobacco addiction, they warned others to watch out for smoking propaganda on the silver screen.

Having learned a lot of lessons the first time out, **Reality Check** is ready to apply even more systematic pressure, mobilize the adult community, build alliances across the country – and around the world.

Number of Reality Check members on the Hollywood & Tobacco project last year:

35,000

Number of letters they wrote to Brad Pitt, Julia Roberts, the Motion Picture Association of America and others:

202,000

Answers received:

0

2003 Fame and Shame Awards

Glitziest moment in Reality Check's first campaign season? Ballrooms full of Reality Check members around New York state presented the Fame and Shame Awards, voted by young Hollywood & Tobacco project activists statewide.

Nominees in major categories included...

**AND THE
ENVELOPE,
PLEASE**

Oscar®-Nominated Film That Glamorized Tobacco Most



Chicago



The Hours



Catch Me If You Can

Winner:
Chicago

2002 Actress Who Glamorized Tobacco Most



Nicole Kidman



Catherine Zeta-Jones



Amanda Peet

Winner:
Catherine Zeta-Jones

2002 Actor Who Glamorized Tobacco Most



Al Pacino



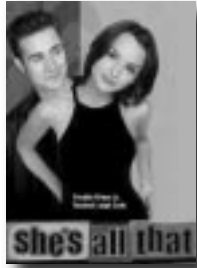
Tom Green



Hugh Grant

Winner:
Al Pacino

Most Popular Teen Movie That Glamorized Tobacco



She's All That



Charlie's Angels



Ten Things I Hate About You



Save the Last Dance

Winner

Decade Smoker Award | Actor



Al Pacino



Matt Damon



Leo DiCaprio



Brad Pitt

Winner

Decade Smoker Award | Actress



Cameron Diaz



Nicole Kidman



Gwyneth Paltrow



Julia Roberts

Winner

Most Guest Appearances by a Brand in The Last 10 Years

CAMEL

MARLBORO

LUCKY STRIKE

Winner:
Marlboro by a mile¹⁹

2002's Most Blatant Use of a Tobacco Brand in a Movie



Men in Black II
Marlboro



Life or Something Like It
Camel



A Beautiful Mind
Winston

Winner:
Marlboro in *Men in Black II* (PG-13)
Director: Barry Sonnenfeld | Exec. Producer: Steven Spielberg
Columbia Pictures (Sony Corporation)

Reality Check members statewide developed a full roster of activities completed by April 2003 (we'll detail the activities scheduled for Hollywood & Tobacco: Reality Check Strikes Again! later in this handbook):

CHECK IT OUT!

Number of video stores contacted:
582

Number of palm cards inserted in video cases:
14,200

Number of Stomp participants:
10,000

Number of palm cards and flyers distributed to the public:
81,300

Number of op-ed articles published:
116

Number of news stories generated:
450

Number of media impressions:
7.5 million

- A **letter writing campaign** from the youth of New York to Hollywood celebrities (Julia Roberts, Brad Pitt and others), Director Barry Sonnenfeld (*Men in Black*), the Directors Guild, and the main studio organization, the Motion Picture Association of America.

- Movie showcases, called **Stomps**, where young people watched a new video release, learned about product placements and smoking in films, and explored tobacco marketing tactics.

- Placement of **informative slides and advertisements** before movies in New York theaters and in newspapers.

- Creation of **youth-powered op-ed articles** about smoking and the movies for local and school newspapers.

- "Guerrilla" marketing in **video stores** educated people about the tobacco industry's long working relationship with Hollywood.

- Hosting **12 regional events** at the project's culmination.

To support local, community-based partners, the New York state Department of Health placed ads in the Sundance Film Festival program, the *New York Times*, *Teen People*, and in movie theaters and malls.

Ads in *Young & Modern* magazine's annual MTV issue included a month-long promotion at the MTV store in Times Square.

The department also supplied campaign-themed gear and collateral, including T-shirts, posters, and palm cards.

A brief history of smoking in movies

Nationally-branded cigarettes, Hollywood motion pictures and mass advertising grew up together in the early 20th Century. For decades, each industry used the others to grow richer, larger, and increasingly sophisticated in selling.

Movies have always had a powerful influence on people's behavior, from how they talk to how they dress. Tobacco marketers took advantage of this power to popularize cigarettes over cigars and to make smoking by women socially acceptable.

The number of women stars posing with cigarettes in the 1930s and 1940s may have been no accident. And paying stars to endorse cigarette brands in print and billboard advertising was certainly business as usual, until smoking's link to lung cancer shattered tobacco's glamorous image in the early 1960s.

TV commercials for tobacco also came under fire. When they were barred by Congress in 1972, cigarette makers started talking about how to exploit the movies in a more systematic way, using Hollywood to position their brands in the global marketplace.

Smoking on screen had actually dropped off in the 1960s, with all the negative health news, but by the 1970s studios and producers seemed eager to strike deals with tobacco companies.

"Film is better than any commercial that has been run on television or in any magazine, because the audience is totally unaware of any sponsor involvement," a Hollywood marketing expert told a leading tobacco company in 1972.²⁰ This insight



1928 cigarette card with Walt Disney and Mickey Mouse

Tobacco brands used Hollywood celebrities in their ads and marketing right from the start. Walt Disney died from lung cancer.



1956 cigarette ad starring movie actor, TV host – and later U.S. President – Ronald Reagan



Superman bursting out of the Marlboro truck

Some of the G, PG and PG-13 movies supplied with cigarettes by tobacco companies 1978-86:²⁴

Jaws II
Grease
California Suite
The In-Laws
The Muppet Movie
Rocky II
Airplane
Stardust Memories
Superman II
Mommie Dearest
Cannery Row
My Favorite Year
Little Shop of Horrors
Crocodile Dundee
Who Framed Roger Rabbit?
Police Academy II

Biggest (known) deal:

Brown & Williamson offered Sylvester Stallone \$500,000 to place its brands in five films.²⁵

appears to have shaped smoking in the movies ever since.

Ten years later, just in case there was any question about it, advertising agency Cunningham & Walsh explained to Brown & Williamson Tobacco how brands made their way in Hollywood:

Recently there have been a number of high-visibility feature films in which one or more of the central characters smoke [sic] a particular brand of cigarettes. This has been happening because cigarette manufacturers have been paying for the exposure.

The ad men noted that not only did Lois Lane in *Superman II* smoke Marlboros, the Warner Bros. special effects blockbuster

...also included a classic fight scene in which Superman and the bad guys throw a Marlboro truck back and forth across Lexington Avenue. This truck was produced solely for the movie and exists nowhere else.²¹

Philip Morris' contract with *Superman II*'s producers included a clause ensuring that Marlboros would not be seen in a bad light.²²

This gave the tobacco giant power to censor the finished film.

In 1983, a top Philip Morris executive lectured his marketing forces on the importance of using movies – not to push specific brands – but to preserve the *social acceptability* of smoking:

Smoking is being positioned as an unfashionable, as well as unhealthy, custom. We must use every creative means at our disposal to reverse this destructive trend. I do feel heartened at the increasing number of occasions when I go to a movie and see a pack of cigarettes in the hands of the leading lady. This is in sharp contrast to the state of affairs just a few years ago when cigarettes rarely showed up in cinema. We must continue to exploit new opportunities to get cigarettes on screen...²³

In the late 1980s, when evidence was uncovered that Philip Morris had paid to place Marlboros in *Superman II* and Larks in James Bond's *License to Kill*, Congress threatened to outlaw the practice.²⁶ Instead, after writing to Congress falsely claiming they had never paid for brand placement, in 1989 the tobacco industry won the chance to self-police a *voluntary* no-payola policy.

Apparently, that meant the tobacco companies could also decide when to start abiding by their own policy (cigar companies did not bother to make a similar pledge until 1997).

Example: While being careful to avoid arrangements, such as direct payments to studios, "that could cause adverse publicity if conducted inappropriately," the second-largest tobacco company in America, RJ Reynolds, was still paying the PR firm Rogers and Cowan \$12,500 a month in 1991 to represent it in Hollywood.²⁷

The PR firm's monthly report for April 1991 claimed Camels, Salems, Winstons, and other RJ Reynolds brands appeared in seven current films, including *Prelude to a Kiss* (PG-13) starring Meg Ryan and Alec Baldwin and *The Babe* (PG-13) with John Goodman. It also reported *rejecting* some appearances that would have associated RJ Reynolds cigarettes with death.²⁸

The tobacco industry's internal documents show that they lied to Congress about product placement before 1989. They also may have misled the public for at least some years afterward as they quietly continued to enjoy appearances in Hollywood movies.

In 1998, the tobacco companies signed a legal agreement not to pay for brand display in movies. Yet brands still appear. And there's more smoking on screen today than there's been since 1950.²⁹

How to place a product in a movie without cash directly changing hands:

- Co-op advertising for the movie and the brand
- Publicity events, such as pro-am tournaments, for execs and stars
- Comped travel for promotional tours
- Free cigarettes or cigars
- Guaranteed credit lines or interest-free loans
- Offshore tax benefits
- Discounted professional services
- Discounted equipment rentals
- Post-production facilities
- Pre-production travel and location scouting
- Location rental
- "Friendly" gifts
- Housing during the shoot or during pre- and post-production
- Production vehicles
- Donations to film preservation projects or favorite charity
- Exhibitor prints from film negative
- Music rights clearance
- Advertising space barter or discounts...

What's it worth to Big Tobacco?

No matter how tobacco gets into a movie – coddling an addicted star, lack of imagination, ignorance or sheer irresponsibility – the cumulative effect is the same. It persuades young people that cigarettes are an okay thing, kind of glamorous, sort of rebellious, a safe transgression – and legitimizes smoking for people of all ages.

Of course, tobacco is not safe (it's a killer), not rebellious (it's an addictive drug pushed by powerful commercial interests), not glamorous (it afflicts the lowest-income and least-educated), and not okay (most young smokers say they'll quit "soon" – but don't).

Since the tobacco companies claimed they stopped paying to get their products into films, the number of tobacco images with branding and without has skyrocketed. In the fall and winter of 2003, few weeks passed without eight, nine, even ten out of the Top Ten grossing movies in theaters nationwide showing smoking.³⁴

Display of brands is just part of the problem. Yes, their appearance almost always looks like traditional product placement – no competing brands in the same film, no negative portrayals. And a shot of a global superstar fondling a cigarette pack would cost the tobacco company millions of dollars if it were part of an advertising campaign. But even non-branded smoking by a supporting player conveys that smoking is a normal part of daily life.

The value to tobacco companies of smoking in movies is less about building market share for "starter" brands like Marlboro and

WHO'S BIGGER?

Domestic tobacco sales in 2002:
\$38.4 billion³⁰

Total U.S. movie box office in 2002:
\$9.5 billion³¹

U.S. tobacco industry's ad spending in 2001:
\$1.4 billion³²

Hollywood's ad spending in 2002:
\$3.5 billion³³

Camel. The goal is what the top tobacco executive declared it was twenty years ago: making sure there's a market for tobacco in the future.³⁵

The largest long-term study so far of teens exposed to smoking in movies found that it was the most powerful influence on their starting to smoke.³⁶ When these results are confirmed in a national study now underway, it will be undeniable that smoking on screen *alone* recruits enough young customers to replace everyone who dies from smoking cigarettes each year.³⁷

How much is smoking on screen worth in tobacco dollars each year? Based on the latest research and tobacco financials:

390,000	<i>Young smokers recruited by movies annually (est.)</i>
x \$8,270	<i>Lifetime revenue per smoker (net present value)</i>
<hr/>	
\$3.22 billion	<i>Annual revenue gain from movie smoking</i> ³⁸

That's a big number, and it's probably growing. If the impact found by the New England researchers is true nationally, then as smoking in movies increases (and it has been), the more new young smokers the movies recruit. Given the growing amount of smoking in the movies in the 1990s, a significant fraction of *all* Americans now smoking – perhaps four million, or about 10% – may have started because of recent smoking on screen.³⁹

Here's another way of looking at the economic connection between the movie and tobacco industries in the U.S. The New England results suggest that every dollar Hollywood takes in at the box office generates 34¢ in sales for the tobacco companies.⁴⁰ And that every dollar Hollywood spends on advertising translates into 92¢ in revenue gains for the tobacco companies.

Per capita spending on cigarettes, yearly:
\$137⁴¹

Per capita spending on movie tickets, yearly:
\$34⁴²

Hollywood's overseas box office earnings as percent of total:
42%⁴³

Philip Morris overseas sales as percent of its total tobacco sales:
60%⁴⁴

Tobacco industry spending on public entertainment sponsorships in 2001:
\$312 million⁴⁵

Smoking in movies

How much smoking will you see in the movies these days? Where are all the smoking movies coming from? Which studios put out the most smoking movies?

TROUBLING TRENDS⁴⁶

In the 1990s, 28% of all top-grossing films, including one in five children's movies, showed brand logos on packaging or signs.

By 2003, tobacco use in the highest-grossing PG-13 movies had climbed to 82% – higher than in R rated movies.

From June 2002 to June 2003, among the Top Ten films at the box office each week:

- 73% contained tobacco
- 82% of PG-13 movies contained tobacco
- 39% of PG movies contained tobacco
- 66% of all youth-rated movies had tobacco
- 50% of all smoking shots were in movies rated for kids, more than double the percentage two years before.
- The movies averaged 12 tobacco incidents per hour, up 13% from a year before and 56% from two years before.

We focus on the studios because they're the ones who buy screenplays, hire directors, assemble the cast, finance the movie, greenlight actual production when the creative package and budget look right, and (usually) oversee the final edit. It's not on screen if studio execs don't want it to be there. Directors can't overrule studio "suits." But studio execs can overrule directors – and often do.

What would it take to get smoking out of G, PG and PG-13 movies tomorrow? Even a *rumor* that no youth-rated movies with smoking would be greenlighted by the major studios.

Studios may not keep a public count of how many movies with smoking they produce, but we do. Here are highlights of a five-year survey of live-action movies produced in the United States.

1999-2003 studio survey highlights⁴⁷

Eighty percent of all U.S. movies produced and distributed from 1999 through 2003 portrayed smoking. Almost 90% of R-rated movies, nearly 80% of PG-13 movies and close to half of movies rated G or PG included smoking. In all, Hollywood delivered 32.6 billion tobacco impressions to U.S. moviegoers over five years – 8.2 billion to children and teens 6-17. Teens were delivered 75% more tobacco impressions than children, 20% more than young adults.

Percentage of all live-action releases that included smoking, 1999-2003

1. DreamWorks SKG	87%
2. Sony (Columbia)	82%
3. Walt Disney	81%
Viacom (Paramount)	81%
4. News Corp. (Fox)	80%
5. MGM	79%
6. Universal*	76%
7. Time Warner	75%

Percentage of releases rated PG-13 that included smoking, 1999-2003

1. Walt Disney	88%
2. Viacom (Paramount)	85%
3. News Corp. (Fox)	84%
4. DreamWorks SKG	82%
5. Sony (Columbia)	81%
6. MGM	79%
7. Universal	73%
8. Time Warner	68%

Number of live-action releases with smoking, 1999-2003

1. Time Warner	127
2. Walt Disney	117
3. Sony (Columbia)	104
4. News Corp. (Fox)	69
5. Universal	61
6. Viacom (Paramount)	58
7. MGM	34
8. DreamWorks SKG	26

Number of G/PG/PG-13 releases with smoking, 1999-2003

1. Walt Disney	61
2. Time Warner	53
3. Sony (Columbia)	52
4. News Corp. (Fox)	38
5. Universal	34
6. Viacom (Paramount)	29
7. MGM	18
8. DreamWorks SKG	16

Studio's share of all live-action releases with smoking, 1999-2003

1. Time Warner	20%
2. Walt Disney	18%
3. Sony (Columbia)	16%
4. News Corp. (Fox)	11%
5. Universal	9%
Viacom (Paramount)	9%
6. MGM	5%
7. DreamWorks SKG	4%

Share of est. tobacco impressions delivered to U.S. youth 6-17, 1999-2003

1. Time Warner	25%
2. Walt Disney	17%
3. Sony (Columbia)	14%
4. Universal	11%
5. Viacom (Paramount)	10%
6. News Corp. (Fox)	9%
7. MGM	5%
8. DreamWorks SKG	4%

Adapted from data in "First run smoking presentations in U.S. movies 1999-2003," UCSF Center for Tobacco Control Research and Education, March, 2004. Listed by corporate parent. *GE completes acquisition of Universal in 2004.

REINFORCING THE MESSAGE

This ad ran in *The New York Times* and in *Variety*, the entertainment industry's own daily newspaper, in May 2003.

It features the Reality Check movement's letter-writing campaign to Hollywood celebrities and the Motion Picture Association of America and highlights the movie industry's conspicuous silence about smoking in G, PG and PG-13 movies.

For a larger version of this full-page ad, and to see the rest of the Smoke Free Movies ad series in English, Spanish and French, visit <http://smokefreemovies.ucsf.edu>

| ONE IN A SERIES |

Should 202,000 letters have gone to Congress instead?

Recently, tens of thousands of junior and senior high school kids mailed over 200,000 letters to Hollywood's elite asking them to take a responsible stand on smoking in the movies. How many responses did the kids get? Zero. Why?

Peer-reviewed research studies demonstrate that the more smoking that kids see in movies, the more certain it is they'll start smoking. The effect is a straight dose-response. Regardless of whether or not their friends smoke, how well they're doing in school, parental permissiveness or any other factor, kids who see the most smoking on screen are *three times* as likely to start smoking as kids who've seen less.

These results put Hollywood on notice. Now that it knows the effect its movies are having on young people, the film industry must stop promoting tobacco immediately. Or else, as happened to the tobacco industry, moral culpability will become legal liability.

That's why teens in New York State wrote Hollywood figures they trust can make a difference. They expected stars like Julia Roberts and Brad Pitt, the Directors Guild of America, and the MPAA to acknowledge their concerns — the same as those expressed by the AMA, the World Health Organization and other public health authorities.

Instead...total silence.

Out of 202,000 letters mailed to Hollywood, the kids report just two responses: Julia Roberts' fan mail handlers threatened "legal action" and the Directors Guild refused delivery.

From the rest? The same fearful silence that has prevailed since the days when tobacco interests openly vetted screenplays and paid cold hard cash to place their brands on screen.

For the past year, Smoke Free Movies has suggested common sense, voluntary ways for Hollywood to stop serving Big Tobacco, protect young people, and guard its own interests.

After all, cigarettes don't sell movie tickets. But movies do sell smoking. And smoking kills half of those who start as teens. The backlash has just begun for five million deaths a year worldwide.


A voluntary solution is still possible. But only if the Hollywood community faces the facts and breaks its silence.

If it acts now, it can take the credit. Delay and it will take the blame.

OVER TWO-THIRDS OF YOUTH-RATED MOVIES (PG OR PG-13) FEATURED SMOKING IN 2002. There is more smoking in general admission movies now than at any time since 1960.* Three movie giants — Disney, AOL TimeWarner, and Sony — made more than half of all smoking films.

Review the solutions at SmokeFreeMovies.ucsf.edu

Smoke Free Movies aims to sharply reduce the film industry's usefulness to Big Tobacco's domestic and global marketing—a leading cause of disability and premature death. This initiative by Stanton Glantz, PhD (coauthor of *The Cigarette Papers* and *Tobacco War*) of the UCSF School of Medicine is supported by the Richard and Rhoda Goldman Fund. To learn how you can help, visit our website or write to us: Smoke Free Movies, UCSF School of Medicine, Box 1360, San Francisco, CA 94145-1360. *2002 U.S. live-action features grossing over \$100,000.



© 2003 SmokeFreeMovies.org

What smoking does to audiences

It doesn't take a rocket scientist to realize that smoking doesn't sell movie tickets, but movies do sell smoking. The tobacco companies know this better than anybody.

As an RJ Reynolds marketing expert wrote in a memo that long lay hidden in the tobacco company's files:

Right now, Marlboro has all the magic. And I'm curious how they got it. Certainly legal eyebrows would raise at any direct arrangement for Marlboro's omnipresence in FUBYAS [young smokers] media. In fact, I read recently about a PMer [Philip Morris executive] who was confronted about Marlboro's movie appearances and gave some cagey response like "Lets just say no money changed hands." Perhaps [we] could find out how such things magically happen for Marlboro. They don't need the magic, but we do — unless we are prepared to wait years for the buzz, much less the payoff on the bottom line.⁴⁸

As a matter of fact, Philip Morris' Marlboro brand has shown up an unrivaled twenty-eight times in major motion pictures over the last ten years. RJ Reynolds' Camel brand is a distant second.⁴⁹

But tobacco industry executives and marketing consultants aren't the only people with a handle on how movies persuade people to sign up for heart attacks, lung disease and cancer.

Public health researchers have been monitoring the rise in on-screen smoking for more than a decade and testing its connection to the rise in adolescent smoking rates. Coincidence or not, they noticed an accelerated shift in smoking to youth-rated films

Joe Eszterhas wrote *Flash Dance*, *Basic Instinct* and other blockbuster screenplays. After he was diagnosed with throat cancer, he launched PSAs about smoking in the movies — and its consequences. He explains why in an interview on WebMD.⁵⁰

"Since I had been what I call a mad-dog smoker, I had glamorized smoking whenever I could in my movies. I resented any interference in my smoking as an exhibition of perverse political correctness. I knew now that I had done damage...and I wanted to begin by correcting that damage and trying to stop smoking and the glamorization of smoking in Hollywood movies.

"I began with my own role and with Hollywood's role in the glamorization of smoking and in leading people to smoke. What I felt was most nefarious was that I, and I suspect hundreds of thousands of others, became addicted to smoking at a young age, at the most impressionable

age, when we were influenced by being cool and by our peer groups, and especially by how actors on a big screen looked so cool with cigarettes in their hands.

"I remember specifically when I was a boy seeing a movie with Jerry Lee Lewis, called *High School Confidential*, in which smoking looked very cool. I began running across other people in normal day-to-day life who also recounted specific moments and actors. A man in my local video store remembered Robert Mitchum smoking in a movie and it led him to smoke; I got an email from a man in Japan who remembered Humphrey Bogart and how it led him to smoke; I got another email from a man who remembered the James Bond movies and how they got him smoking.

"I decided I was going to try to do something about this. I began writing articles and to work behind the scenes in Hollywood with produc-

at the same time Big Tobacco was compelled by the Master Settlement Agreement (MSA) to cut back ads in magazines kids read and to stop using billboards. Tobacco advertising has also declined on transit posters and in newspapers. And Reynolds American (RJ Reynolds formed a North American partnership with global giant British American Tobacco in 2003 and changed its name) just lost its grip on the most popular spectator sport in America – NASCAR.

There's no smoking gun, tobacco control professionals observe. More a tube of toothpaste. Put pressure here and tobacco promotion tends to squeeze up over there. Tobacco promotional spending is at a record high.⁵¹ Big Tobacco splashed \$312 million in 2001 on public entertainment alone, from concerts to fishing tournaments.⁵² But not one cent, they say, on Hollywood movies.

Other research spotlights the influence that smoking in movies exert on adolescents. For example, what difference does it make if your favorite movie star is a smoker or non-smoker on the big screen? One study demonstrated that, for teens who don't yet smoke, a heavy-puffing actor makes them *sixteen times* more likely to feel positive about smoking.⁵²

The largest study of movies and smoking yet reported came out in June 2003, just after Reality Check's first campaign ended with a bang. Experienced researchers from Dartmouth had tracked more than 2,600 New England students ages 10 to 14 for two years to test the relationship between exposure to smoking movies and starting to smoke. After measuring the impact of all *other* items known to bear on adolescents starting to smoke – parenting style, success in school, family's income and education, personality factors,

family or friends who smoke, and more – results were explosive:

- Kids who saw the most smoking in movies during the research study were **three times more likely to start smoking** than those who saw the least.

- The results revealed a straight “dose-response.” That is, **doubling exposure to smoking in movies doubled the chance of starting to smoke.** Cutting exposure in half cuts smoking in half.

- Smoking in **movies hits harder than traditional cigarette advertising.** 52% of the kids who started to smoke during the study did so because of exposure to smoking in movies. Another study found tobacco ads influenced 34% of kids to start.

- Kids in the study whose parents don’t smoke were more susceptible to the effects of exposure to smoking in movies than the children of smokers. **Children of non-smokers were up to 410% more likely to smoke if they saw lots of smoking movies.** Kids with a smoking parent were up to 60% more likely to light up themselves after seeing a lot of smoking on screen.⁵⁴

The study is now being repeated, this time with a national sample of adolescents. A special “Commentary” printed in the same medical journal as the Dartmouth research study has already described the terrible importance of these findings when projected nationwide:

...smoking in movies is having a major effect on health. In the USA, about 2,050 adolescents (age 12–17) start smoking every day and about 32% of these people – 660 a day – will die prematurely because of smoking. Assuming that the 52.2% attributable risk observed by Dalton and colleagues applies to this whole group,

ers and directors and studio heads, asking: ‘Why do we continue to glamorize smoking every day in movies when we know from recovered documents that the tobacco companies consider the best form of advertising for smoking to be a cigarette in the hands of a superstar actor?’

“This latest effort that I’ve done with the public service announcements, specifically the one that’s going into the theatres before movies begin, is an attempt to counteract the effect that a cigarette in the hands of a Julia Roberts or a Gwyneth Paltrow or a Brad Pitt might have on audiences.

“In effect, I am trying to have my cancer and the sound of my ravaged voice counter that kind of negative influence.”

Read Joe Eszterhas’ complete interview at my.webmd.com/content/article/77/95433.htm

“Hollywood started me smoking, literally putting a cigarette in my hand. Who knows how many moviegoers have started smoking because of what they have seen on the screen? Too many movies glorify young people smoking. It doesn't have to be this way.”

– Kirk Douglas, “My First Cigarette, And My Last,” New York Times Op-Ed, May 16, 2003

U.S. PREVENTABLE CAUSES OF DEATH
(all ages)⁵⁶

Auto accidents	43,000
Firearms	29,000
Sexual behaviors	20,000
Illegal drugs	17,000
TOTAL	109,000

Future deaths from tobacco use initiated by exposure to movies with smoking 100,000

smoking in movies is responsible for addicting 1,070 US adolescents to tobacco every day, 535 of whom will die prematurely as a result.

In terms of years rather than days, Hollywood’s smoking movies are addicting over 390,000 teen smokers annually in the United States. This group will suffer 100,000 tobacco deaths from heart disease, lung disease and cancer in the future – an annual death toll on Hollywood’s movie audience only slightly less than current U.S. deaths from car accidents, firearms, sexual behaviors, and illicit use of drugs *combined*. How can Hollywood stop this?

Eliminating smoking in [G, PG, PG-13] movies would reduce...the effect of smoking in movies by about half. Put another way, an R rating for smoking in movies would prevent about 535 adolescents from starting to smoke and ultimately extend 270 lives every day.⁵⁵

According to a conservative estimate – the teens studied actually got some 60% of their exposure to smoking in films rated G, PG and PG-13 – a voluntary move by the movie industry to rate all smoking movies R would avert 60,000 premature U.S. deaths in the future for every year the policy was in place.

Does Hollywood really want to please its audience? First step is to stop killing it.

Four real solutions

There are four simple ways⁵⁷ to get smoking out of G, PG and PG-13 rated movies – without censorship, without compromising creative freedom, and without costing Hollywood a dime at the box office. These measures would be voluntary, transparent, easily verified, unintrusive – and positively effective.

They would also dispel public doubt about why Hollywood hands the tobacco industry an estimated \$3.22 billion gift of new young smokers each and every year – suspicions grounded in the documented record of paid product placements; reports of movie-tobacco deals in emerging markets; the tobacco industry's long history of lying and covert activity; and the movie industry's tradition of financial improvisation and tricky accounting.

1 Rate new smoking movies R. Any film that shows or implies tobacco would be denied a G, PG or PG-13 rating for that reason alone. Sole exceptions should be for presentations of tobacco that clearly and unambiguously reflect the dangers and consequences of tobacco use (if the movie makers choose) or characterizations of actual historical figures known to have smoked.

Is this heavy-handed? No, for three obvious reasons:

- The First Amendment protects us all from *official* censors. But it's the film industry's rating body that rates films, not the government. There is no free speech issue when movie makers decide among themselves what audiences they'll market their film to.

- The Motion Picture Association of America's rating body

ENDORSED BY...

The R-rating proposal formulated by the Smoke Free Movies project at UC-San Francisco has been endorsed by:

- American Academy of Pediatrics
- American Heart Association
- American Legacy Foundation
- American Lung Association
- American Medical Association
- Los Angeles County Department of Health Services
- Society for Adolescent Medicine
- World Health Organization (partial list)

already gives an R to portrayals of other legal activity. Consensual sex earns an R or an NC-17. Foul language, also legal, earns an R, too. Yes, tobacco is a legal product. It can earn an R as well.

GLOBAL ALARM



Theme of the World Health Organization's World No-Tobacco Day, May 31, 2003:
Tobacco in Film

■ Screenwriters, directors, actors and producers will remain free to portray smoking any way they want in any movie they make. Just as they write, shoot and edit sex, language and violence with ratings in mind, they'll also write, shoot and edit tobacco scenes with intended audiences in mind.

2 Certify no pay-offs. Just as movie makers post a certificate in the closing credits declaring that no animals were harmed in the making of the motion picture, producers of new smoking movies of any rating should certify that nobody on the production received anything of value (cash money, free cigarettes or other gifts, free publicity, interest-free loans or anything else) from anyone in exchange for using or displaying tobacco.

■ Certificates will serve as a long-term reminder that the tobacco industry's long relationship with Hollywood is finally over. They will also be broad enough to ensure resistance to any new forms of tobacco influence devised in the future.

3 Require strong anti-smoking ads. All movies with a tobacco presence, regardless of rating or vintage, should be preceded by an anti-smoking trailer – not produced by a tobacco company – at minimal cost to producers and distributors. Anti-smoking spots should also be included on the film's video releases.

Why? Vivid spots alert audiences to a movie's tobacco content and serve to inoculate viewers against the promotional value inherent in dramatizing tobacco use on screen.

4 Stop identifying brands. There should be no brand imagery of any kind, in the action or in the background, of any movie. Brand imagery is trademarked by the tobacco companies, which have extraordinary protection against its commercial use by others. While other marketers donate their products, pay for placement, or arrange co-marketing deals with movie producers, only tobacco brands claim a free ride – with no record of discussions of how the label got into the scene.

Because movie smoking's impact is cumulative over time and across movies, the solution must be industry-wide. All four of these measures could be adopted by the major studios on the board of the Motion Picture Association of America.

The majority of state Attorneys General – who gained the tobacco companies' pledge in 1998's Master Settlement Agreement not to pay for product placement or brand display in any entertainment or venue open to children – recently approached the MPAA to launch serious talks about tobacco in G, PG and PG-13 movies. The Attorneys General's initiative is a real wake-up call for Hollywood.

As a mouthpiece for the major studios, the MPAA is a logical place to start talking about the issue. But the MPAA's main jobs are to lobby for the industry's economic interests and deflect or absorb criticism – not reform the studios who control it.

Want change? Get to the people with the power to make it happen.

WHAT ABOUT THE SMOKING IN HOLLYWOOD'S TV ADS?

The American Legacy Foundation tracks all TV ads for smoking movies – they reach 97% of the nation's young people. Key discovery? Movies that display tobacco brands on screen are significantly more likely to include smoking in their TV commercials than smoking movies that don't display brands. (See capsule report in the Tools section.)

A roadmap for advocacy

To change the way Hollywood and the tobacco industry do business, we need to understand the movie/media industry and identify who has the power to make it change.

WHY ARE ALL THE MAJOR STUDIOS IN HOLLYWOOD?

Because in the early 20th Century, before the perfection of artificial movie lighting, that's where the sunshine was.

The film industry grew up around camp-like shooting stages with retractable roofs.

WHY ARE MOST OF THEIR PARENT COMPANIES ON THE EAST COAST?

Because New York is America's financial and media capital.

A successful movie is long-lived "software" for gigantic, commercial media machines. It takes a huge amount of money to make a major movie and sell it to an international audience. Only giant companies have those kind of resources.

Hollywood has become both simpler and more complex in recent years. More complex because big box office movies have a lot of what marketers call "line extensions." They may have been born in novels, comic books or computer games, be produced for release in theaters, licensed for a wide range of products, exported to overseas markets, then released on video and DVD – all amid storms of advertising and "entertainment news" coverage that costs as much or more as the movie itself.

An Oscar® run may require additional millions in advertising, making a theatrical re-release possible. After the video and computer game comes the sequel – followed by a Director's Cut re-release on video. In theaters and on video, smoking scenes in a single Hollywood blockbuster may be seen over 100 million times.

Simpler because just one corporation can now control the entire process from rights acquisition to commissioning the screenplay, packaging the director and actors, priming the publicity pump in its own magazines and TV shows, licensing products, producing and distributing the finished film in the U.S. and overseas, running the movie on its cable service, releasing it on video, and broadcasting it on its TV network, where it may become a series.

This may seem like a formidable concentration of power, but

it also means that adding grassroots, community pressure to legal initiatives, shareholder actions and opinion-leader education to avert 60,000 deaths a year means convincing just fifteen executives in Los Angeles and New York – not a thousand writers, directors, actors, editors, designers and craftspeople.

Within a Hollywood movie studio, there’s only one person more powerful than the producer. It’s the studio chief who signs off on production. And there’s only one person whose phone calls that studio chief must accept wherever, whenever: the Chief Executive Officer (CEO) of the media company that owns the studio. If those media CEOs picked up their phones and told their West Coast studio chiefs to knock off smoking in youth-rated movies tomorrow, it would happen tomorrow.

Will they listen to us? Certainly. We’re their customers and our communities support their brands. Will they listen to theater owners and video chain executives? Sure. Those are their selling channels. They’re all used to speaking to us. It’s our turn to have them listen. Lives are at stake. **A quick guide to the top players:**

Studio chiefs (L.A.)	CEOs of their parent corporations
Amy Pascal, Columbia	Howard Stringer, Sony of America (NYC)
Dick Cook, Disney	Michael Eisner, The Disney Company (CA)
James Gianopulos and Tom Rothman, Fox	Rupert Murdoch, News Corporation (NYC)
Alex Yemnidjian, MGM	Kirk Kirkorian, Tracinda (CA)
Sherry Lansing, Paramount	Sumner Redstone, National Amusements (MA)
Stacey Snider, Universal	Jeff Immelt, General Electric (CT)
Barry Meyer, Warner Bros.	Richard Parsons, Time Warner (NYC)

HOW TO CONTACT THEM?

Complete addresses and sample letters are in the Tools section.

Reality Check Strikes Again!

Hollywood & Tobacco: Reality Check Strikes Again!

is New York's youth action project designed by Reality Check to expose Hollywood's growing use of tobacco and smoking in youth-rated movies and the devastating effects it has on teens, and to demand that Hollywood stub out smoking and tobacco products in G, PG and PG-13 movies.

GOALS

From November 2003 to April 2004:

Increase awareness among young people, community leaders and the entertainment industry about the real impact of tobacco promotion in G, PG and PG-13 movies.

Decrease social acceptability of tobacco use and tobacco product placement in G, PG and PG-13 movies.

Mobilize tobacco control programs in other states and countries to oppose tobacco promotion in G, PG and PG-13 movies.

The project is designed to sensitize, organize and mobilize not only the teen audiences of New York state targeted by the U.S. movie industry but also concerned and influential adults throughout the communities where Reality Check works.

Assuring people that they have the support, strategy and opportunity to really make change happen is the key to getting the message out and motivating people of all ages to take effective, persistent, creative action *to protect people they care about*.

This year, the project no longer exists in isolation. It's part of a growing U.S. and global awareness that smoking in Hollywood movies – the only movies that enjoy a worldwide audience – are the major reason the market for tobacco products is still growing, fifty years after their deadly effects were first recognized.

Health researchers, medical organizations, law enforcement leaders and shareholder activists have all converged on this issue. But the key to convincing the fifteen studio and media executives who control 95% of the U.S. movie industry to knock off smoking in kid movies will be grassroots audience and consumer pressure

where it counts the most – at America’s movie box offices and video rental counters. It all comes down to convincing a handful of highly-paid decision-makers that making G, PG and PG-13 rated movies safe for viewing is in their *own* self-interest.

As the multi-pronged campaign to push and pull the movie business out of the tobacco racket gets into high gear, here’s how you’ll keep New York teens in the lead:

Launch: 4, 3, 2, 1 Let the world know that Reality Check Strikes Again at Hollywood and Big Tobacco.

Spreading the Word Boost public awareness – every month.

Spread the Wealth Educate other community organizations.

Unscripted Reviews of movies opening in theaters and of fresh videos will be provided for publishing in local papers, school papers.

Tape Talk Distribute 1,000 December issues of Reality Check’s *Tape Talk* video guide to local businesses.

Warning Ads You’ll have placement-ready warning ads to run regularly in your local newspaper’s entertainment section.

Dear Editor Write letters-to-the-editor monthly.

Reach for the Stars Write celebrities to educate them about the problem and ask them to make responsible choices.

Stomps Youth-hosted Reality Check Movie Nights are a time for teens to talk with friends about Hollywood and Big Tobacco.

Stick It To ‘Em With permission, youths will sticker magazine and newspaper movie ads with warnings about tobacco content.

Right to the Top Call on CEOs of the media conglomerates that own the major studios to show Big Tobacco who’s boss.

Go Global Network with other states – and activists worldwide.

REQUIRED ACTIVITIES

Check out the Reality Check Strikes Again! Activities and Campaign Calendar on the next page.

HOLLYWOOD & TOBACCO

Actions and

GOAL 1

Increase awareness among young people, community leaders and the entertainment industry about the real impact of tobacco promotion in G, PG and PG-13 movies.

GOAL 2

Decrease social acceptability of tobacco use and tobacco product placement in G, PG and PG-13 movies.

GOAL 3

Mobilize tobacco control programs in other states and countries to oppose tobacco promotion in G, PG and PG-13 movies.

REQUIRED ACTIVITIES

Launch: 4, 3, 2, 1 Let the world know that Reality Check Strikes Again at Hollywood and Big Tobacco.

Spreading the Word Growing public awareness – every month. Sandwich boards, flyers, tabletop tents, you name it!

Spread the Wealth Educate other community organizations to take take action. Intro letters and a presentation are available.

Unscripted Reviews of movies opening in theaters and of fresh videos will be provided for publishing in local papers, school papers.

Tape Talk Distribute 1,000 December issues of Reality Check's *Tape Talk* video guide to local businesses.

Warning Ads You'll have placement-ready warning ads to run regularly in your local newspaper's entertainment section.

Dear Editor Write letters-to-the-editor monthly. Model letters will be provided.

Reach for the Stars Write celebrities to educate them about the problem and ask them to stop smoking in G/PG/PG-13 films.

Stomps Youth-hosted Reality Check Movie Nights are a time for teens to talk with friends about Hollywood and Big Tobacco.

Stick It To 'Em With permission, youths will sticker magazine and newspaper movie ads/reviews with warnings about tobacco content.

Right to the Top Call on CEOs of the media conglomerates that own the major studios to show Big Tobacco who's boss.

Go Global Network with other states – and activists worldwide. More friends...more partners...more momentum!

Launch 4, 3, 2, 1...

To begin the second phase of the movie initiative, Reality Check Strikes Again!, we need to notify people all over New York about our successes and what we plan to do this year. That means going where people get their movie fix – video rental stores. This will be a concentrated, coordinated, statewide effort to inform video stores about smoking in movies and ask them to help us educate their customers.

GOAL:

Generate 10,000 requests for smoke-free videos at video stores across New York state on Saturday, December 6, 2003.

Launching the second phase of Reality Check's Hollywood and Tobacco initiative, Reality Check Strikes Again!, we'll be making our presence felt big time exactly where people think about movies most.

Commence Countdown 4, 3, 2, 1

Reality Check Strikes Again's official launch date is December 6, 2003. Reality Check Central will give you a letter to video store owners/managers informing them about what Reality Check is and what our initiative is. The letter will also tell them about the various research studies of smoking in movies and what people are doing about this issue around the country. This letter should be mailed two weeks before the launch.

- Get together with your Reality Check group and make a list of all the video rental stores in your community...
- Plot these stores on a local map, which will come in very handy later on...
- Call each store, identify yourself as a Reality Check member, and say you want to keep them in the loop about the Reality Check Strikes Again! movie initiative. Then, ask them for their mailing address and how to spell the owner's or manager's name.

Exactly two weeks prior to the launch of Reality Check Strikes Again!, Dec. 6, 2003, you're going to mail the letter to all the video stores on your list. Remember, the letter will be given to you by Reality Check Central and will announce the beginning of Reality Check's phase two of combating tobacco use in Hollywood films.

Ready, Set...Ask

The next step to this action is to recruit as many people as you can to request smokefree movies at the video store. They can call, e-mail, fax or go to the store. This activity does not have to be done at one time, but throughout the day on December 6, it is expected that statewide almost 10,000 requests will be made to video stores for smokefree movies. That means you can call all the video rental stores in your county, plus visit them and then email them all.

Ideas for recruiting participants:

- Ask your parents, brothers, sisters, aunts, uncles, cousins, teachers, neighbors and friends
- Send e-mails and create flyers
- Collaborate with organizations to participate (this fits with the Spread the Wealth activity)
- Place reminder calls and send emails on December 5

Hold the presses!

If you choose to hold a press conference, make sure you make arrangements between November 21 and December 9. Send embargoed press releases to media outlets the week of December 1. Also during this week, make arrangements to place the Launch print ad in your local papers for Dec. 7-12.

Liftoff!

On December 6, execute the activity. There is no sure way to know how many requests will be made, but our statewide goal is 10,000. You want to have people asking for smokefree movies throughout the day, not all at once. Approaches to consider:

- Create teams to make requests and schedule each to make visits at certain periods, for example 1–3 p.m.
- Assign a team to call all video outlets in the phone book
- Get a team to drive to outlying video rental outlets
- Use a phone tree so certain people make a set of calls
- Use cell phones to have people make requests
- Take a “bus tour” to video stores
- Go to the big outlets’ Web sites and make your request.

Palm card art has been provided in case you want to distribute information when you visit video outlets.

Make news on Monday

Let everyone know what Reality Check did, will be doing and most importantly *why*! A day or two later, hold a press conference, submit letters to the editor, let your radio stations know, hand out copies of the Launch print ad – and *definitely* run it in your local paper!

Follow Up and Educate

Now that you’ve made your first impression, send another letter to the video store outlets. Make sure you offer to provide them with palm cards, warning signs and any other information they feel will be helpful in educating their customers about the effect smoking in movies has on youth.

Spreading the word

You've heard the old saying – if a tree falls in the forest and there's no-one to hear it, does it make a noise? Same with our efforts. Your community needs to know who's creating the ruckus. People need to see the face of Reality Check. The more people see you, the more likely they'll be to join the cause

To achieve this goal (and as a requirement of this initiative), you'll participate in a series of monthly, high-visibility actions that help people all over New York learn about the issue, first hand.

Keep in mind that you *must* implement one coordinated effort each month. Your county coordinator will help you choose when and what activities to take on.

To be seen, think visually

Example: On the way to school, Sarah notices a man in a chicken suit outside the corner deli. Morning and afternoon he holds up a sign that says "Hey, chicken! Try our daring hot blizzard sandwich for \$3.99." Kind of "cheep"? Yes, but get this.

On Saturday, driving to pick up groceries, Sarah's mom asks if she wants some lunch. Sarah recalls the hot blizzard sandwich at the corner deli and says she's been wanting to try it sometime.

Moral of the story? People store vivid images in memory and call them up when needed. That's the impression you want to make on people with Reality Check Strikes Again. No, you don't have to dress up like a chicken. Here are some other ways to be seen – and remembered.

Posters, palm cards, leaflets and flyers (same difference)

- Create materials such as posters and palm cards, leaflets and flyers that you can distribute and pass out at a given notice.
- Make sure that they're eye-catching *and* informative without being text-heavy or preachy. What's most important to say?
- Design should be simple, yet compelling. Include pictures of stars smoking, use movie references – movie tins, reels, pseudo-Oscar® trophies. (Oscar® and his likeness are registered trademarks).
- Have a county web site? Include the web address on the palm card – and post Hollywood and tobacco info on the site.

Sandwich boards

- Take two huge poster boards, punch a whole on the top corners of each of the boards, tie them with string, slip them over your head and wear them like, well, a sandwich.
- The boards should say something short that makes people think (they're not going to stand there and *read* you). Try a question on the front and the answer on the back – or vice versa.
- Wearing boards at a monthly event is an event in itself!

Taking it up a notch, Part One

What are some other ways to get into the public's mind?

- Create tabletop tents and ask the managers at your local convenience stores, movie theaters and video rental stores to place them next to the cash register. How about some palm cards, too?
- Ask your local pizza place to tape your flyers to pizza boxes. Or ask the movie theater if you can tape flyers to popcorn boxes!
- Ever heard of Chalk the Walk? Go to your nearest toy store and buy some cheap street chalk. Think up some hard-hitting

phrases you can draw on sidewalks outside malls, movie theaters, schools, parks, arenas, concert halls. Sometimes leaving a question like “Why *is* there so much smoking in the movies?” makes people think harder and longer than just chalking a slogan.

Will you need permission? Be smart as you plan!

Taking it up a notch, Part Two

We thought this next one deserved a section all to itself, so here we go. A good way to get into the minds of people in your community is to invade the thing they love the most: TV or radio!

■ Pitch local radio and cable access people about what Reality Check is taking on (see Key Messages on page 59). Mention flashier aspects: last year Julia Roberts’ representative responded with a mean note, you took on Warner Bros. in Nigeria, MTV celebrities have joined you in the fight, and so on.

■ Ask them to interview a spokes-teen, showcase last year’s Hollywood Initiative video, or report live from locations where you’re spreading the Word – even offer a behind-the-scenes exclusive. If they don’t bite on your ideas, ask for *their* ideas.

Location, location, location

Making your list of places to be seen? Review what worked in the past and what didn’t. Then brainstorm: Your county’s next film festival! Leaflet windshields at supermarket parking lots! Local sporting events and fall festivals! Post yourselves outside movie theaters, concerts, malls!

Mobilizing a crew

Dream up a bunch of ways to be seen and heard for your monthly activity, but the only way to make it happen is by having

the bodies to help! It can't just be you all the time – you need a network of friends to build visibility. How to do it:

- At your next Reality Check meeting, calendar potential dates to implement Spreading the Word activities

- Assign at least *two* people to each activity. Make sure everyone at the meeting volunteers for at least one activity a month

- Create incentives for people to get involved. For example, see if your local video rental store and will donate free movies to Reality Check youth. Each time someone completes an activity, he or she gets a free rental certificate

- Create an objective point system, so the people who are most involved can compete to win MVP.

Remember, you and your group must do *one* coordinated effort per month for this action. That means planning carefully and thinking strategically. How can you get the most bang for your buck? You've seen the menu of options. Now it's up to you to combine those options and coordinate your efforts to meet the one per month quota. (Your county coordinator will communicate your efforts back to Reality Check Central and announce your successes.)

Also, remember that when it comes to spreading the word, imagination counts. Just like the guy in the chicken suit, you may never know exactly what impact you've had on your community. But once you're in someone's memory, you've changed how they view movies forever.

Spread the wealth

So far, we've been really successful in educating our peers and community members about Hollywood's insidious relationship with the tobacco industry. We've got the Reality Check contingency covered pretty well and our peers continue to be aware and better educated on the issue. However, wouldn't we be a thousand times stronger if we had more than just Reality Check and its friends involved in the fight? As we continue to move ahead with this year's initiative we'll need to spread our knowledge and involve other groups in our efforts.

There are organizations and groups in our communities that truly care about the well being of teens and people in general. The PTA, Boys and Girls Clubs and Chambers of Commerce are powerful forces in our communities and in the state. Many of them are part of national organizations that can play a key role in expanding the reach of our efforts as well as apply direct pressure on Hollywood. Always remember that an important element of any movement is to bring together different voices around the same cause. Hollywood needs to hear from all the voices in our community that we will not tolerate smoking in G, PG and PG-13 films!

Many of you are probably members or know members of some of these organizations. Creating allies will be simpler for you. For those that are starting from scratch, follow these guidelines to success.

- Each county partner is expected to identify organizations

STRENGTH IN NUMBERS

Think about groups well known and respected in your community.

Also consider groups that are part of a larger body such as the American Heart Association, American Lung Association and other state or national organizations.

Local chapters of these organizations can make decide for themselves to call on Hollywood to stop promoting smoking!

**ASK OUR
COMMUNITY
ALLIES TO DO
ONE OR MORE OF
THE FOLLOWING:**

Have members write individual letters to the Attorneys General and the MPAA urging them to eliminate smoking in G, PG, and PG-13 movies.

Write letters to the editor calling on the MPAA to eliminate smoking from G, PG and PG-13 movies – and use their position in the community to recruit others to join the initiative.

Educate their “parent” organization about the issue and have it write letters, take a public position and support Reality Checks’ efforts.

Participate in a county-wide call-in to the MPAA, the Director’s Guild of America, or the major studios.

that have a vested interest in the well being of teens. Remember, these organizations can include the PTA, the Chamber of Commerce, Boys and Girls Clubs, Youth Bureaus and even local church/religious groups. Once the organizations have been identified, central office will provide you with letters to send to them about Reality Check, last year’s initiative and important facts about the impact of smoking in movies. You’ll also request to meet with someone from their leadership to formally present the information on our initiative and try to get them to join our fight! (Yes, the presentation will also be provided!). See the table below for how many organizations your Reality Check group is to contact.

■ After the letters have been sent out, follow up with a call to the organization to see when you can set up your presentation. Some of these groups will have regularly scheduled meetings where you can present; others will need to explore how they might convene a group of its members.

■ If an organization isn’t interested in a Reality Check presentation, all is not lost. Let them know they can learn about the initiative by visiting www.realitycheckny.com and about the issue at the Smoke Free Movies site: smokefreemovies.ucsf.edu. They may contact you after getting more information for themselves.

■ Once you’ve secured a date for your presentation, prepare! Review your key messages and the presentation – contact Central office if you have any questions. Then break a leg!

■ Remember, if we can’t recruit them to join the fight directly with us we still want to encourage them to do something. They need to know that, as leaders in the community, they have a

responsibility to pressure Hollywood to stop doing Big Tobacco’s dirty work. Ask if they would be willing to:

- Have members write letters to the attorneys general, the MPAA, and studio and media executives calling on them to eliminate smoking in G, PG and PG-13 movies.

- Write letters-to-the-editor and use their community position to urge others to join the initiative.

- Educate their “parent” organizations about the issues, and have that organization take a public stand.

- Participate in a county-wide call-in day focused on the MPAA, Directors Guild, or major studios.

Be sure to follow up with these organizations. See how you can help them take action. Do they need our PowerPoint presentation, sample letters, petitions, or last year’s initiative video?

For our internal tracking purposes, request a copy of letters that they write. Be sure to send a thank you letter for their time and commitment. Keep the organization on your mailing list – you can invite them to press conferences and culmination events.

- Plan, plan, plan! As a rule, you are expected to contact at least ten organizations and make presentations to at least half of them. And of those you present to, at least half should take some kind of genuine action to support the initiative.

Partner Goals

Partner Funding	Min. Contacts	Min. Presentations	Min. Commitments
\$120,000	40	20	10
\$95,000	30	15	8
\$65,000	20	10	5

National Day of Action Tuesday, March 9, 2004

WEB "POLLS" DEMONSTRATE PUBLIC SUPPORT FOR R-RATING

March 9 provoked two web news networks to poll visitors about making tobacco a factor in ratings. While unscientific, the two polls show the public "gets it" when introduced to the issue of smoking in G/PG/PG-13 movies.

Poll by Internet Broadcast Systems (affiliates include NBC): "Should smoking be considered a factor when a movie is rated?"⁵⁸

YES 58%

NO 42%

(9000 votes)

Poll by ABC Radio Networks: "Should smoking in films affect ratings?"⁵⁹

77% YES

16% NO

7% List in film content but don't change rating system.

Special report

Simultaneous press events in Washington, New York and Los Angeles released the new five-year study of smoking in U.S. movies and mobilized public support for an R-rating on tobacco use in future films. At the same time, public health advocates in at least a dozen more states held press briefings, issued press releases, and started letter-writing campaigns and petition drives aimed at Time Warner, Disney and Sony – media corporations responsible for delivering over half of all on-screen tobacco impressions to children and teens.

The National Day of Action garnered more than 200 TV, newspaper and internet reports, national stories on the AP wire and National Public Radio, and international coverage by the BBC, Agence France Presse and China's Xinhua news service.

Participating organizations included:

- American Legacy Foundation
- American Heart Association
- American Lung Association
- Campaign for Tobacco-Free Kids
- Reality Check
- Smoke Free Movies
- L.A. County Department of Health Services
- Tobacco prevention programs nationwide

Unscripted

Last year, a lot of you got the chance to be your own Roger Ebert by reviewing movies that glamorize smoking. This year we're doing it again – but we've made it easier! We've hired our own Reality Check expert movie reviewer to supply reviews for movies that will be released this year!

Reviews will cover the plot of the movie and what makes it tick, performances by leading actors and, most importantly, smoking portrayal and instances of smoking scenes in the movie. Since the reviews are written for you, all you have to do is get the reviews into local media and develop other creative uses for them each month.

What sort of movies will be covered in Unscripted reviews?

■ **New Releases** The hottest new films to hit theaters and yet to be released on video or DVD. A movie might be reviewed early on and then be reviewed again if it goes to video before April.

■ **New to Video/DVD** These reviews will cover films that have been recently released to video. In other words, new but not in the theaters any longer.

■ **Classics** Remember *Casablanca* and *Vertigo*, or *Who Framed Roger Rabbit* and *Don't Tell Mom the Babysitter's Dead*? These reviews will cover tobacco usage in movies prior to the 1998 Master Settlement Agreement. If you're a film buff and have suggestions for movies to be reviewed, please let your county coordinator know!

If you're not a buff, but still interested in making suggestions,

GOAL

Give the 411 on newly released, new to video and classic flicks, and how tobacco is portrayed and used in them.

Don't forget!

Movies being reviewed will have a G, PG or PG-13 rating only! We want smoking out of G, PG and PG-13 movies.

check these Web sites for some ideas of new movies to review:

- www.hollywood.com
- smokefreemovies.ucsf.edu
- www.movies.com
- www.scenesmoking.org
- www.imdb.com
- www.screenit.com

WHERE TO SHARE UNSCRIPTED REVIEWS

- Post on your Reality Check web site
- Check out your local paper's web site and see if you can post reviews there
- Distribute the review via e-mail chains
- Create a Movie Guide and distribute at STOMP events
- Include reviews in your Reality Check newsletter/update
- Submit reviews to your school and local newspapers
- Hand the review out as a flyer at movie theaters
- Leave a stack of reviews at video rental stores or post them up, with permission....

Remember, these reviews will help boost awareness among teens and the general population about the tobacco use in the movies they see. This is a big step toward showing that Hollywood is subtly serving Big Tobacco through positive and misleading portrayals of smoking in films, so we have to make sure that we get the word out. To ensure we're spreading the word as widely as possible, Reality Check Unscripted movie reviews will also be placed on Web sites that welcome personal movie reviews.

Your role, besides suggesting films to be reviewed? Reach out to as many people as possible by placing these reviews in as many publications and sources as you can.

How? Think about where you get *your* news and information about movies – and brainstorm ways to get the reviews placed in these outlets. If you're having trouble getting into existing publications, think of interesting ways you can share the reviews yourself.

Maybe create your own Reality Check Movie Review Zine and drop it off at local video rental stores. Or include it in a blog! On the left are lots of ideas to spread Reality Check reviews throughout your community.

Your role in distributing Unscripted movie reviews is key to making this part of the initiative a success. Good luck!

Tape Talk

Ever been to a video store and seen the preview magazine sitting by the counter? Ever picked one up? Lots of people do. Why not, they're free and let you know when your favorite movie is going to be coming out on video. They also contain movie reviews and information on your favorite stars.

Imagine thousands of these magazines circulated around the state. Sound fantastic? Well, it's happening with *Tape Talk* – just one more way Reality Check is going to give people the real deal on tobacco and Hollywood. Here's how you'll help:

STEP 1 Make a list Brainstorm locations where you could drop off your copies of *Tape Talk* – video stores, pizza places, libraries, schools, community centers, Boys & Girls Clubs, doctors' offices, and retail stores that sell videos like Coconuts, FYE, Borders, and Barnes & Noble.

STEP 2 Get approval Divide your list up among your group. Each will contact the store managers on her or his list and ask if you may drop off some *Tape Talk* magazines at their store. Explain that you're with Reality Check and that we've produced our own – **free** – movie preview magazine. Let them know that you're looking to drop some off around Thanksgiving and the magazine will include previews for films coming out on video in time for the holidays.

Big hint Asking in person will make it harder for a manager to say no, so try dropping by when the manager will be there and

GOAL

To keep educating our community and promote our statewide coordinated activities by having each county distribute at least 1,000 *Tape Talk* magazines.

Begin distributing *Tape Talk* on December 9, 2003.

has a few moments to talk. If they see a real face behind the issue – not just hear a voice on the phone – *Tape Talk* will be more important to them.

STEP 3 Follow up After you've distributed your magazines, stop by the places once a week to see how many magazines are left. If the manager is around, ask him or her what reaction they've heard from customers – and if they'd like to get more issues in the future.

If *Tape Talk* isn't being picked by customers or you find that store employees have moved them out of the way, take them to a different location. Always thank store managers for their help, even if they moved your magazines off the counter. You may need to work with them again in the future. It's good to maintain a positive relationship with them.

Warning ads

The movie section of your local newspaper is full of movie ads and reviews enticing you make a movie part of your weekend plans. Wouldn't it be great to put a Hollywood Initiative Reality Check ad near them?

Well that's exactly what we are going to do! Once again, Reality Check Central has taken care of the hard part. The ad has already been developed for you – all you have to do is work with your group to place the ad in local publications.

The only catch? Make sure the ad runs in the entertainment section of the newspaper, or as close to the entertainment listings as possible.

STEP 1 Make a List Go around town and pick up all the free publications your community has to offer. Check and see if they have a movie or entertainment section and pick the best ones you think would be best to run our ads in. Are these the papers that most people read? You have to be as selective as possible. Also look at the entertainment sections of local dailies and weeklies and consider adding them to your list.

STEP 2 Make contact Contact publications on your list to see if they'll print your ad for free. That's usually the publisher's call, not the advertising manager's. Probably not, but it never hurts to ask. So find out how much it will cost to run the ad and work with your county coordinator to make sure the ad is placed.

STEP 3 Repetition is key To make sure the message gets

across to people, make sure the ad repeats during the six month run of Reality Check Strikes Again. Work with ad sales people to make sure your ad will run on a regular schedule.

For example, you might decide that the ad will run on Thursday and Friday of each week for the next six months, or every other week in one publication and every week in another publication over three months. You get the idea: get a calendar!

Again, make it an explicit part of the written advertising agreement that your ad will run in the entertainment section. Other advertisers, including the movie theaters, do just the same thing.

FINALLY Deliver the camera-ready ad to the publication – many like them delivered electronically, in PDF format. Done, right?

Well, actually not, because you're going to want to check the paper yourself every time the ad is supposed to run. A placement error or a production problem so bad that the ad is unreadable earns another placement free – another reason to make your ad agreement as specific as possible.

Dear Editor

The news media are an incredible channel for bringing the Reality Check message home. You can reach more people in a single TV news story than with any event or action. And newspaper coverage is even better because it lasts longer.

People who receive daily papers generally share them with other people throughout their day. That's without counting the millions of papers left in buses or on the subway that people just happen to pick up. School newspapers can be around even longer! Since school papers are distributed weekly, if not, monthly, they're generally in circulation for a longer time.

Why all this news about newspapers, you ask?

Well, as a requirement of Reality Check Strikes Again you need to place *one* letter-to-the-editor about the issue and our project in a local or school newspaper *each month* during the run of the initiative. For the benefit of those who don't pore over the editorial pages, a letter-to-the-editor is a newspaper reader's way of addressing the editor with a piece that contains your own point of view on the news. Almost all papers run selected letters-to-the-editor as a way of having some back-and-forth conversation

Best part? If you don't want to write the actual letter yourself, simply adapt a letter worked up by Reality Check Central.

But don't let us stop any talented writer with a personal take on smoking in the movies! Just keep your eye on the key Reality Check messages – the ones we're all working to reinforce

GOAL

Bring our message to the masses with one letter to the editor of either a local community paper or school newspaper every month.

across the state – and you’ll probably find it’s quite easy to do. Local editors are ready to print letters showing local heart and thought. How to make letters-to-the-editor even easier?

HINTS FROM EDITORS

Give your letter a day or so to be received and then follow up with a call to the specific reporter or editorial page desk.

Don’t hound them, though. Remember, they’re just as busy as you are.

HINTS FROM REALITY CHECK

Keep key messages handy as you may have to “soft pitch” the reason your letter deserves a place in the paper.

Monitor the paper and clip the letter when it does get published. Read through the paper every day if it’s a daily or weekly if it’s a weekly paper.

STEP 1 Make a list of all publications in your area.

Make sure you have phone, fax numbers, and the e-mail address for letters to the editor. Send your letters to your largest local paper, but also smaller community papers. Smaller papers will likely run your letter within a week – larger papers take longer. Don’t forget those freeby entertainment papers that focus on music and movies! Maybe send a movie review along with your letter.

For school papers, meet during lunch with the editor and the newspaper’s advisor. Talk about Reality Check and how you’d like their help to raise awareness about tobacco and Hollywood. Meeting the editor is really important if you want to place a letter or a movie review in the paper every month.

STEP 2 Send your letter to the editor. Take the letter supplied by Reality Check Central, or the one you write yourself, sign it and add your contact info. Include at least your town and your e-mail (some papers require a phone number, too, to make sure you’re who you say you are, but they don’t print it). Send it by fax *and* e-mail. When you fax, add a cover page that says your submission is for the letters to the editor section.

Some papers may have a special place on their web sites where you can write your letter to the editor and submit it with a click. If that’s the case, remember that you can cut and paste the copy from the electronic version you receive from Reality Check Central, fill out the boxes on the paper’s web site and go!

Reach for the stars

No matter where it's decided that smoking will occur in a movie (the script, the director or the suits) movie stars like Catherine Zeta Jones, Cameron Diaz, Johnny Depp and Colin Farrell have the clout to refuse.

Building on our work last year to educate Hollywood, this year we will once again reach out to our favorite stars and ask them to not smoke in their future movies. Why? Well, simply stated, teens tend to copy what these influential stars represent. And, yes, that sometimes even means starting to smoke.

Last year we targeted Julia Roberts and Brad Pitt. This year the Reality Check Youth Board chose to target Catherine Zeta Jones, Cameron Diaz, Johnny Depp and Colin Farrell.

Reality Check Central is making it easy for you by providing you with sample letters that you can use to either send as your own or use as a guide. We're also supplying the mailing addresses. You'll find them in the Resources section of this book.

These are the four movie actors that Reality Check statewide will focus on. However, you can write to another actor in addition to the four chosen by the Reality Check Youth Board.

As with every project, you'll need some time to prepare. Use the steps listed below to further plan how to make your voice heard by the stars...

STEP 1 Round up your troops and write! Get together with other Reality Check members and your friends to write your

GOAL

Send letters to influential Hollywood stars asking them not to smoke in their future movies.

WHY Z-E-R-O ANSWERS TO LAST YEAR'S LETTERS?

Hollywood insiders suggest it was a very simple reason.

Even if they wanted to, their lawyers told them not to. They don't know what their liability might be for tobacco disease and death – but they don't want to make it worse by saying *anything* on the record. That doesn't mean they're not getting the message.

letters together. Or assign specific stars to specific people in your group. Remember that you'll have model letters to choose from or copy. Make sure that if some teens in your group are all concentrating on one specific star, that you send different letters that highlight different key messages and facts.

STEP 2 Proof. Run your letters by someone to make sure you didn't misspell or make a typo. All writers need to be edited.

STEP 3 Mail. Once your letters are ready to be mailed, get your friends together again and make sure that the letters are all correctly addressed and stamped.

You should send letters continuously as part of this initiative. There's no monthly requirement, as there is for some of the other projects, but you might want to stick to a schedule. Maybe you could send them out the day after one of your other monthly projects).

Correspondence with identified actors will be measured in "units of communication." The goal is to call on the actors to stop glamorizing tobacco use and to be a real role model by not smoking in their future movies. There are a variety of methods to reach out to the actors. Reality Check Central suggests partners use different methods to keep things interesting.

Some units of communication include:

- Traditional letters
- E-mails
- Petitions
- Phone calls
- Videos
- Radio and TV talk shows
- Postcards
- Print ads

Stomps

Stomp is a really fun way to educate people about our issue of smoking in movies while also having a great time. The idea is simple:

Plan a movie night Invite loads of people to watch a movie. Work with your county coordinator to find a film that illustrates our message about smoking in the movies and to locate a place with plenty of seating for everyone.

Publicize your Stomp Once you have a place, date and time, start telling people. Create flyers and post them everywhere you think kids might see it (school, mall, local pizza joint). Follow up with palm cards that carry all the info and pass them out at school sporting events, during lunch, at the movies on Friday night – you get the point. The more people that attend, the more people we educate – and the more fun you will have making a racket.

Prepare for the big night Since the point of Stomp is to educate, prepare yourself to MC. (Think Jimmy Fallon at the VMA's a few years ago.) The MC is in charge of introducing the movie and leading a conversation with the audience after the movie. Your intro should include a call to notice all of the smoking in the movie. It's not there by accident (check your key messages for ammunition). Get a little creative and make a contest out of it – whoever counts the most instances of smoking during the recap gets a piece of Reality Check gear. Also, duh, make sure you watch the movie ahead of time so you know where the smoking happens.

GOAL

We interrupt this movie! Use this fun event to educate teens about Big Tobacco and Hollywood. They'll never look at a movie the same way again!

Stomp away! After your fab intro, decide with your group what the rules will be for Stomp. Will you scream, will you get up and dance? Will you yell lemons every time someone smokes on screen? Once those rules are established, roll film and start stompin'. This is disruptive behavior at its best. Get creative! Buy silly string, confetti, maybe even candy to throw out to get it all going.

Recap, Recap After the movie, take the time to discuss the different scenes throughout the film where tobacco use was shown and, if necessary, help draw the connections. We all know that Nicole Kidman wasn't smoking in *that* movie simply because she likes it! Was it in the script? Was it the director's idea? How much would a tobacco company need to be pay if that was a 30-second commercial on national TV? What's the difference if it's in a movie – especially since they're on record paying hundreds of thousands of dollars to get their brands on screen where kids can see them?

You now have a group of enlightened folks who can help take on Hollywood. Use the opportunity to collect petitions, write more letters and have everybody present grab some palm cards, take them home, and spread them around.

Stick it to 'em

Hollywood alerts us to new movies coming up in a variety of ways. The most obvious are movie trailers, posters in theaters and, oh yeah, media promotions on TV. Do you remember when “Bennifer” released that awful movie *Gigli*? They were all over! In the morning you saw J. Lo on the “Today Show,” Ben was on “Access Hollywood” in the evening and both played up to Jay Leno at night. Everywhere Ben and Jen were seen – they were plugging that movie.

A lot of people find out about new films from newspapers and magazines. The latter, is probably where you’ll first notice an ad. The best part about those movie ads in magazines is that they always last a really long time (check your local dentist’s office or school library for proof).

This year, we’re going to use Hollywood’s own promotional ads against them and make sure that moviegoers are alerted to smoking in movies before that movie even comes out in theaters!

During the month of February 2004, building up to the Oscars[®] on February 29, Reality Check is going to borrow a concept from our past. We will sticker movie ads and reviews as well as tobacco ads in all the magazines we can get our hands on. The stickers are specially made for the Hollywood initiative. Here’s how:

Step 1 Organize. You want to get together with some Reality Check members and friends to decide where you want to sticker magazines (doctors offices, school libraries, beauty salons,

GOAL

Increase awareness of the impact of tobacco use and tobacco product placement in G, PG, and PG-13 movies among youth, adults, key opinion leaders and key institutions and people in Hollywood.

Rules for Stick it to 'em:

Do not deface, destroy or disfigure public property with stickers.

Do not put stickers on public property. This is called vandalism and does not go over well with law enforcement and local leaders.

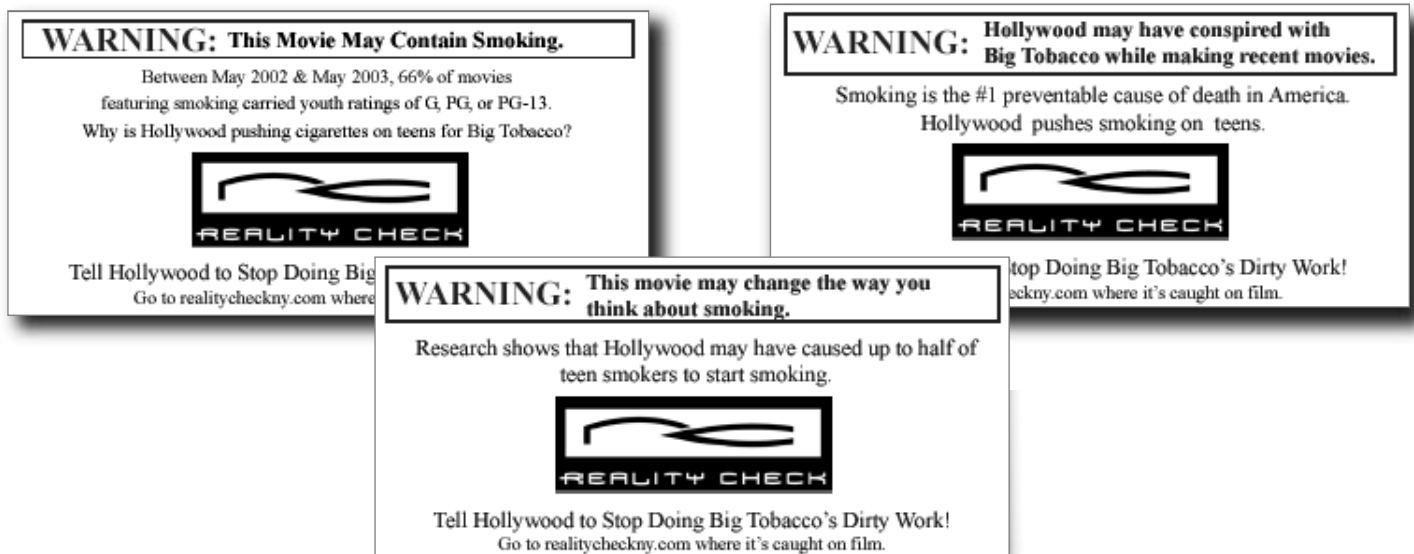
Try scooping magazines like:*Entertainment**Weekly**Teen People**YM**Rolling Stone*

public libraries, corner stores, etc.). The types of places you pick should be open to the public and generally have magazines available for their customers or visitors to read. Then identify the exact places you want to target and look up their addresses and phone numbers. Find out who you need to talk to get permission to sticker the magazines.

Step 2 Plan. How will your group tackle this activity? You can break into teams and divide up the various locations among you. Or, you can all decide to do it individually. Just make sure you have stickers with you at all times so you can sticker a magazine at a moment's notice.

Step 3 Stick! Remember, this is a public awareness project. So the more stickers you stick, the more exposure your project is going to get and the more people that will learn about what's going on in Hollywood. Most importantly...

Step 4 Keep count. Always keep track of how many magazine ads you stick. Create a document that lets you keep track of it so we know how successful you were at the end of the project!



Right to the top

Not just the stars, not just the directors or producers. We need to reach the only people with the power to knock smoking out of Hollywood movies right this minute.

That's right, we mean the "suits" who run the studios and the even bigger "suits" who own them. These are the people behind the scenes who call the final shots – including shots with smoking in them! Hard to reach? You bet. Top executives at the studios and media conglomerates don't publish their phone numbers or e-mail addresses. That means we have to write them. No, they won't open the letters personally. But the staff who are responsible for informing them of emerging problems will.

When you think about it, the basic strategy of Reality Check Strikes Back is to help young audiences protect themselves from exposure to tobacco promotion *and* convince the people in charge of Hollywood that it's time to stop doing Big Tobacco's dirty work.

Many of the actions we've described are designed to alert the community at large to what's going on. Many others are designed to mobilize grassroots pressure on the movie industry's top decision makers – from young people and adults alike.

You'll find a sample letter to a studio boss and a media CEO in the Resources section of this handbook. We've also included the names and addresses of every major studio chief and of the CEOs who rule them – mostly from the East Coast, and three of the largest right in New York City. They're so near, they have to hear.

GOAL

Bring the Reality Check message to the fifteen individuals who could end smoking in youth-rated movies tomorrow by picking up the phone.

Three of the biggest media conglomerates on the East Coast that own major studios on the West Coast are based right in New York City:

**News Corporation (Fox)
Sony Corporation of America (Columbia)
Time Warner (Warner Bros.)**

See the Resource section for names and addresses!

Letter writing is a must! Reality Check Central is also planning very special events to focus public attention on the top executives – so stay tuned...

Going global

We know what a big role Hollywood movies play in our own lives. But let's take a quick trip around the world to look at a Hollywood you've never seen before.

HOW YOU CAN MAKE A GLOBAL CONNECTION

Work up an e-mail pal program to exchange info about Hollywood and tobacco promotion here and in another country.

Draw in students from other countries whose cousins back home can share video letters, e-mails or photos of movie billboards and ads for U.S. tobacco brands.

Talk to Reality Check Central about working up a presentation to groups in your community with great interest in world affairs or overseas health issues.

For every person who watches a Hollywood movie here in the U.S., two people watch that movie in other parts of the world. Remember that "blockbuster" movie last summer, *Hollywood Homicide* with Harrison Ford and Josh Hartnett? We thought not. But it was a major hit overseas. Teens all over the globe love to watch a U.S. movie, even if it's bad. Why?

It's a window – a distorted one – on what it's like to live in America. Whatever they feel about the U.S. government, an American romance or adventure story is an escape from their own lives – a fantasy, just like it is for us. The dangerous difference? Teens from Japan to Pakistan, China to Croatia, develop misconceptions about U.S. society.

Some of the biggest? We all have fancy cars and huge homes, shoot guns and smoke like chimneys.

Unlike the U.S., most developing countries don't have much anti-tobacco education. At the same time, they're prime targets for U.S. tobacco companies. In fact, just one U.S. company, Philip Morris (Altria), now sells 73% of all its cigarettes outside the United States.

What's the best thing Reality Check can do to battle the one-two punch of exported movies and exported tobacco? Get smoking out of U.S. youth-rated movies. Just like in New York and

the rest of the United States, teens in other countries would be less likely to start smoking if they were exposed to less of it in our films. Here's a glimpse of what we're planning with some of our international partners:

■ A survey collecting deeper data about Hollywood's impact on smoking rates around the world will be distributed by Reality Check's international committee and administered by our global partners to youth in foreign countries.

■ When the survey results are in and analyzed, we'll be arranging global press conferences and worldwide rallies to highlight the findings and seek change in Hollywood for the whole world's sake. Here's why we're so confident of what the results will show:

Thailand A 1999 study by Penn State of 1,300 Thai high school students found that teen smokers were more likely to see U.S. movies and pick America as the country outside of Thailand where they most wanted to spend a year.

Senegal, West Africa A high school student e-mails one of our global partners: "Smoking has become stylish nowadays, particularly among today's young people who smoke because they see it on television. One sees it in American films – and when they see Americans smoke, they want to smoke, too."

India "Bollywood" superstar Amir Khan reports: "I have been approached many times by tobacco companies with very attractive offers. So far I have refused all such offers. If smoking is harmful to me, how can I recommend it to my fans? 'The story demands it,' is the common argument, and that's where I didn't refuse it. I thought

CLOSER TO HOME, YOU'RE GOING TO TEACH OTHER STATES HOW IT'S DONE

More than ten other states have already signed up to learn about Reality Check's Hollywood and Tobacco project and kick-start something just as exciting.

And who better to advise them than the most experienced grassroots campaigners against movie smoking – Reality Checkers on the ground!

Stay tuned for details on how Reality Checkers in New York state will be sistered up with other states. This ought to be fun!



1990s cigarette ad with Antonio Banderas

Since the 1964 Surgeon General's Report, stars have done tobacco ads only *outside* the U.S. This print and TV campaign ran in Argentina.

I would just smoke for my shots and never touch a cigarette again. But soon I developed that unstoppable craving. In these ten years I have tried to quit many times with little success. That's the story of every smoker."

Geneva, Switzerland From Chitra Subramanian, Chief Policy Analyst of the World Health Organization's Tobacco-Free initiative: "Tobacco kills nearly five million people per year, one million more than it did just a decade ago...As countries worldwide grapple with the devastating and increasing impact of tobacco use, the entertainment industry must acknowledge the role it plays in shaping behavior – particularly for youth who are so susceptible to the on-screen glamorization of smoking."

1999 International Conference Donna E. Shalala, then U.S. Secretary of Health and Human Services: "[O]ne of the things we've exported to young people along with our movies, our music, our television programs and our sports are some dangerous and irresponsible messages about tobacco. The message from the tobacco industry has been that smoking is mature...sophisticated...macho... sexy...fun...beautiful...cool. And tobacco companies have constantly reinforced this message by presenting smoking as an essential element of American culture...In Japan, the company uses American actors...in commercials pushing Lark cigarettes. [T]his is the message the tobacco industry is sending the world's young people 24 hours a day, seven days a week. As a citizen of this country, I'm offended to know that tobacco companies are using my country's music and films and sports to peddle their products to children overseas."

Key messages

These are useful answers to frequently asked questions about Hollywood and Tobacco: Reality Check Strikes Again! Keep these points in mind for letters and presentations.

- Hollywood & Tobacco: Reality Check Strikes Again! is Phase Two of a long-term youth action project to combat smoking and tobacco products in G, PG and PG-13 rated movies.

- Our long-term goal is to have Hollywood agree to remove smoking and tobacco products from all G, PG and PG-13 films.

- Teens exposed to a lot of smoking in movies are up to three times more likely to start smoking.

- There's more smoking in Hollywood movies in 2003 than at any time since 1950.

- Studies from Dartmouth Medical School, American Legacy Foundation, Mass PIRG and others are the basis of this project. They can all be found at www.smokefreemovies.ucsf.edu.

- Find us on the web at www.realitycheckny.com

About the Reality Check movement:

- Reality Check is a New York state youth-action project. Its goal is to de-normalize and de-glamorize tobacco use by exposing Big Tobacco's marketing practices.

Fact sheet

FACT: Nonsmoking teens whose favorite stars smoke on screen are 16 times more likely to develop positive feelings toward smoking.

FACT: Teens who view lots of smoking in movies are 2.7 times more likely to actually start smoking than those exposed to the least smoking in movies.

FACT: Half of teen smokers may start because of smoking in movies – 390,000 each year. Of these, 100,000 will die from tobacco-related diseases.

Recent movies that depict smoking:

Intolerable Cruelty

PG-13

Matchstick Men

PG-13

Out of Time

PG-13

The Rundown

PG-13

School of Rock

PG-13

Secondhand Lions

PG-13

Under the Tuscan Sun

PG-13

What Big Tobacco did

Between 1972 and 1991, tobacco companies spent a lot of time and money looking into ways to get their products placed in films.

RJ Reynolds (Reynolds American)

- Sent monthly mailings of free cigarettes to 188 actors and celebrities who smoke in order to get them to light up on screen.
- Completed a mailing to female celebrities inviting them to try the new More Lights 100s.

Philip Morris USA (Altria)

- Paid Superman II producers \$43,000 to include Marlboro in the movie:

Brown & Williamson Tobacco

- Arranged to pay Sylvester Stallone \$500,000 in 1983 to use its cigarettes in at least five movies.

In 1989, when Congress began to ask what was going on, the tobacco industry denied any sort of involvement in movie product placement:

- "Tobacco companies do not encourage smoking scenes in movies. They never request changes, and have never been given the right to make changes to any film." — Charles Whitely of the Tobacco Institute, July 7, 1989

In 1998, the state Attorneys General finally stepped in and made it official. Tobacco companies could not *pay* for any product placement whatsoever.

What's the research tells us

A recent study by American Lung Association of Sacramento-Emigrant Trails' Thumbs Up! Thumbs Down! Program (TUTD) examined brand use in the top 50 films annually between 1991 and 2000 and found that not much has changed. Here are some findings:

- 52 brand use appearances were recorded:
- 40 of the exposures were Philip Morris products,
- 35 of them were Marlboros.

Dr. James Sargent and his colleagues at Dartmouth Medical School reviewed the top grossing 25 films each year between 1988 and 1997 and found that:

- 85% of movies had tobacco use in them.
- 28% (including one in five children's movies) displayed brand logos.
- Brand exposure through actor use increased from 1 % before the industry's voluntary restriction on product placement to 11 % afterward.
- Tobacco was used once every three to five minutes in movies from the 1990s, an increase from once every 10 to 15 minutes in movies from the 1970s and 1980s.
- Nine out of 10 Hollywood films in the 1990s included the use of tobacco.
- Two out of three tobacco shots in the Top 50 movies released from April 2000 - March 2001 were in kid-oriented G, PG, and PG-13 films.

Depiction of tobacco use in films

Hollywood portrays smoking as something that is done by middle and upper class people. You know, families in the suburbs with the white picket fence and folks living in the Upper East Side. But what's the reality? See for yourself:

Hollywood vs. Real Life

30% of movie smokers were upper class. Reality: Only 19% of upper class Americans smoke.

49% of movie smokers were middle class. Reality: Only 29% of middle class Americans smoke.

21% of movie smokers were from lower socioeconomic class. Reality: 35% of lower socioeconomic class Americans smoke.

Tools

Everything you need to get up to speed on smoking in the movies and really make a difference. You're part of the world's leading grassroots campaign to get smoking out of youth-rated movies – and save 60,000 lives a year in the U.S. alone.

- Sample letters
- Names and addresses
- Web links for powerful information
- Ground-breaking research studies

Sample letters

Dear [Studio Chief]:

I'm writing you today to pay you a compliment and to ask your advice. First, the compliment – your studio is responsible for some of the most wonderful times I've ever had at the movies!

But there's a problem. Your studio is also responsible for making [X – see chart on page x] smoking movies last year. And XX% [see same chart for this studio] of them were rated G, PG and PG-13. By smoking movie, I mean a movie that includes smoking or tobacco imagery. The problem is that, when kids see a lot of smoking in movies, they're up to four times as likely to light up that first cigarette themselves, according to research report published in *The Lancet* last summer.

So I like your movies. But I don't want to start smoking. And I don't want a thousand other kids like me to start smoking every day because Hollywood is now making more smoking movies than any time in the last half century.

Do you want me to think of your studio as a great entertainer or the greatest threat to adolescents' health in the 21st Century. What's your advice?

Sincerely yours...

Dear [Media Conglomerate CEO]:

I'm respectfully writing you today to suggest you look into a big problem at your [subsidiary studio – see name and address list] studio operation. It could cause all kinds of problems for you at headquarters – legal, political, economic, you name it.

Perhaps you already know that medical researchers have established that teens who see a lot of smoking in movies are up to four times as likely to try their first cigarette. Most of them will get hooked. And about 100,000 of them will be killed by tobacco addiction later in life because of what they saw on screen.

The problem at the studio is that your studio chief, [insert name], knows about this famous medical study but has so far refused (a) to acknowledge there's anything wrong and (b) to agree how easy it would be to simply rate smoking movies R.

Where does that leave you? And where does it leave kids like me and parents like mine who have started thinking about all of your other brands in a completely different way?

Yours truly...

Where to write them

Johnny Depp

c/o Tracy Jacobs
United Talent Agency
9560 Wilshire Blvd.
Beverly Hills, CA 90212
Phone: (310) 273-6700

Cameron Diaz

c/o Brad Cafarelli
Bragman Nyman Cafarelli
9171 Wilshire Blvd., Suite 300
Beverly Hills, CA 90210
Phone: (310) 274-7800

Colin Farrell

c/o Patricola Lust Public Relations
8383 Wilshire Blvd., #530
Beverly Hills, CA 90211
Phone: (310) 288-4545

Catherine Zeta Jones

c/o George Freeman
William Morris Agency
151 El Camino Drive
Beverly Hills, CA 90212
Phone (310) 274-7451
Fax (310) 859-4462

Columbia | SONY

If the movie was produced or distributed by...

Columbia Pictures, Columbia TriStar, Sony Pictures, Sony Pictures Classics, Revolution Studios, Spyglass, Screen Gems

Write the major studio:

Amy Pascal, Chairwoman

Columbia Pictures

10202 W. Washington Boulevard
Culver City, CA 90232

Sony's U.S. subsidiary:

Sir Howard Stringer, Chairman and CEO

Sony Corporation of America

550 Madison Avenue
New York, NY 10022

And the parent corporation:

Nobuyuki Idei, Chairman and CEO

Sony Corporation

7-35 Kitashinagawa 6-chome
Shinagawa-ku
Tokyo 141-0001 JAPAN (80¢ airmail postage)

Dimension, Miramax, Touchstone, Beacon | THE DISNEY COMPANY

If the movie was produced or distributed by...

Walt Disney Pictures, Miramax, Touchstone, Dimension Films, Beacon Pictures, Buena Vista

Write the major studio:

Richard W. Cook, Chairman

Walt Disney Studio Entertainment

500 S. Buena Vista Street
Burbank, CA 91521

Or Dimension and Miramax:

Bob Weinstein and Harvey Weinstein, Co-Chairmen

Miramax Films

375 Greenwich Street
New York, NY 10012

And the parent corporation:

George Mitchell, Chairman / Michael Eisner, CEO

The Disney Company

500 S. Buena Vista Street

Burbank, CA 91521

Fox | NEWS CORP.

If the movie was produced or distributed by...

20th Century Fox, Fox Searchlight, DNA Films (UK)

Write the executives in charge:

James Gianopulos and Tom Rothman, Chairmen

Fox Filmed Entertainment

10201 West Pico Boulevard

Los Angeles, CA 90035

And the parent corporation:

K. Rupert Murdoch, Chairman and Chief Executive

News Corporation

1211 Avenue of the Americas

New York, NY 10036

MGM | TRACINDA

If the movie was produced or distributed by...

Metro-Goldwyn-Mayer, United Artists, MGM Pictures, MGM/UA

Write the major studio:

Alex Yemenidjian, Chairman and CEO

Metro-Goldwyn-Mayer Studios

2500 Broadway Street

Santa Monica, CA 90404

And the parent corporation:

Kirk Kirkorian, Co-Chairman, President and CEO

Tracinda

150 Rodeo Drive, Suite 250

Beverly Hills, CA 90212

Paramount | NATIONAL AMUSEMENTS

If the movie was produced or distributed by...

Paramount Pictures, Paramount Classics

Write the major studio:

Sherry Lansing, Chairwoman

Paramount Pictures

5555 Melrose Avenue

Los Angeles, CA 90038

And the parent corporation:

Sumner Redstone, Chairman and CEO

National Amusements

200 Elm Street

Dedham, MA 02026

[Also owns CBS, Viacom, Blockbuster, theater chains, etc.]

Universal | GENERAL ELECTRIC

If the movie was produced or distributed by...

Universal Pictures, Focus Features, Hypnotic, Imagine, Arenas Entertainment, Morgan Creek, StudioCanal

Write the major studio:

Stacey Snider, Chairwoman

Universal Pictures

100 Universal City Plaza

Building 509, Suite 1900

Universal City, CA 91608

The newly-merged NBC Universal:

Bob Wright, Chairman and CEO

NBC Universal

30 Rockefeller Plaza

New York, NY 10112

And the parent corporation:

Jeff Immelt, Chairman and CEO

General Electric

3135 Easton Turnpike

Fairfield, CT 06828

Warner Bros. | TIME WARNER

If the movie was produced or distributed by...
Warner Bros., Warner Bros. Independent, Castle Rock
Entertainment, Fine Line Features, New Line Cinema, HBO
Independent Production

Write the major studio:

Barry M. Meyer, Chairman and CEO

Warner Bros.

400 Warner Boulevard

Burbank, CA 91522

And the parent corporation:

Richard D. Parsons, Chairman and CEO

Time Warner

75 Rockefeller Plaza

New York, NY 10019

Independents, un-allied with studios, that produce high-profile films:

Artisan (merged with Lions Gate at end of 2003)

DreamWorks SKG

David Geffen, Jeffrey Katzenberg, Steven Spielberg, Principals

1000 Flower Street

Glendale, CA 91201

IFC Entertainment

Jonathan Sebring, President

200 Jericho Quadrangle

Jericho, NY 11753

Lions Gate Entertainment

Jon Feltheimer, CEO

2700 Colorado Avenue, Suite 200

Santa Monica, CA 90404

LivePlanet

Chris Moore, Chairman

2644 30th Street

Santa Monica, CA 90405

Mandalay Pictures

Peter Guber, Chairman and CEO
5555 Melrose Avenue, Jerry Lewis Building
Hollywood, CA 90038

Myriad Pictures

Kirk D'Amico, President
421 South Beverly Drive, 5th Floor
Beverly Hills, CA 90212

Newmarket Films

Bob Berney, President
596 Fifth Avenue, 7th Floor
New York, NY 10017

Regent Entertainment

Stephen Jarchow, Chairman and CEO
8411 Preston Road, Suite 650
Dallas, TX 75225

Splendid Pictures

David Glasser, CEO
2980 Beverly Glen Circle, Suite 300
Bel Air, CA 90077

Walden Media

Cary Granat, CEO
10 East 40th Street, 26th Floor
New York, NY 10016
[Owned by Denver's Philip Anschutz]

Working Title Films

Tim Bevan and Eric Fellner, Co-Chairmen
9720 Wilshire Boulevard, 4th Floor
Beverly Hills, CA 90212

Zeitgeist Films

Nancy Gerstman and Emily Russo, Co-Presidents
247 Centre Street, 2nd Floor
New York, NY 10013

MOVIE THEATER CHAINS

Tobacco is promoted on 35,170 movie screens across America. Only twelve companies own two-thirds of them. Their top execs need to hear from you – especially if they take the tickets in your community.

AMC Entertainment

240 theaters with 3,500 screens

Peter C. Brown, Chairman, President and CEO

AMC Entertainment

920 Main Street

Kansas City, MO 64105

Carmike Cinemas

Three hundred theaters with 2,260 screens

Michael W. Patrick, Chairman, President and CEO

Carmike Cinemas

1301 First Avenue

Columbus, GA 31901

Century Theatres

Seventy-five theaters with 850 screens

Raymond W. Syufy, CEO

Century Theatres

150 Pelican Way

San Rafael, CA 94901

Cinemark

280 theaters with 3,000 screens

Lee Roy Mitchell, Chairman and CEO

Cinemark

3900 Dallas Parkway, Suite 500

Plano, TX 75093

Famous Players

Ninety theaters with 800+ screens across Canada: Coliseum, Colossus, Paramount, SilverCity

Robb Chase, President and CEO

Famous Players

146 Bloor Street West

Toronto, Ontario M5S 1P3 CANADA

Hoyts Cinemas

2,000 screens worldwide, including North America

Paul Johnson, CEO

Hoyts Cinemas

Level 6, Hoyts Center

505-523 George Street

Sydney 2000 AUSTRALIA

Landmark Theatre Corp.

Fifty-four theaters with 185 screens

Paul Richardson, CEO

22 South Barrington Avenue

Los Angeles, CA 90064

[Owned by Mark Cuban and Todd Wagner of Dallas]

Loews Cineplex Entertainment

280 theaters with 2,700 screens: Loews, Star, Cineplex Odeon

Travis Reid, President, CEO and Director

Loews Cineplex Entertainment

711 5th Avenue, 11th Floor

New York, NY 10022

[Not related to Loews Corporation, owner of tobacco company Lorillard]

Mann Theatres

Twenty-two theaters with 129 screens in Cal. and Colorado

Ben Barbosa, CEO

Mann Theatres

16530 Ventura Boulevard, Suite 500

Encino, CA 91436

National Amusements

1,400 screens: Showcase Cinemas and Multiplex Cinemas

Sumner Redstone, Chairman and CEO

National Amusements

200 Elm Street

Dedham, MA 02026

[Also owns Paramount Pictures, CBS, Viacom, Blockbuster, etc.]

Pacific Theatres

400 screens in Southern California
Christopher Forman, President and CEO
Pacific Theatres
120 North Robertson Boulevard
Los Angeles, CA 90048

Reading Entertainment

Thirty theaters with 200 screens, including Angelika Film Centers
James J. Cotter, Chairman and CEO
Reading International
550 South Hope Street, Suite 1825
Los Angeles, CA 90071

Regal Entertainment

530 theaters with 5,700 screens: Regal, Edwards, United Artists
Michael L. Campbell, Co-Chair, Co-CEO and Director
Regal Cinemas
9110 East Nichols Avenue, Suite 200
Englewood, CO 80112
[Majority-owned by Denver's Philip Anschutz]

New channels for downloading first-run films:**CinemaNow**

(Growing internet movie downloader)
Curt Marvis, CEO
CinemaNow
4553 Glencoe Avenue, Suite 380
Marina del Rey, CA 90292

Intertainer

(Video-on-demand services)
Richard Baskin, Chairman
Intertainer
10950 Washington Boulevard
Culver City, CA 90232

Movielink

(Growing internet movie downloader)

James Jim Ramo, CEO

Movielink

2120 Colorado Avenue, 4th Floor

Santa Monica, CA 90404

On-screen advertising companies:

Regal Cinemedia

(Regal, Edwards, United Artists)

Kurt C. Hall, President and CEO

Regal Cinemedia

9110 East Nichols Avenue, Suite 200

Englewood, CO 80112

National Cinema Networks

(AMC, Carmike, Mann, Pacific and others)

Chuck Battey, President and CEO

National Cinema Networks

1300 East 104th Street

Kansas City, MO 64131

VIDEO RENTAL CHAINS

Educate local managers, but also go right to the top.

Blockbuster

8,500 stores rented and sold \$5 billion worth of movies and games last year.

John Antioco, Chairman and CEO

Blockbuster

1201 Elm Street

Dallas, TX 75270

[Owned by National Amusements: Paramount, CBS, MTV, etc.]

Hollywood Video

1,831 stores took in \$1.49 billion last year.

Mark Wattles, Chairman, President and CEO

Hollywood Entertainment

9275 S.W. Peyton Lane

Wilsonville, OR 97070

Movie Gallery

1,809 stores, mostly in smaller towns and suburbs.

Joe Malugen, Chairman, President and CEO

Movie Gallery

900 West Main Street

Dothan, AL 36301

Netflix

More than a million subscribers now rent DVDs by mail.

Reed Hastings, Chairman, President and CEO

Netflix

970 University Avenue

Los Gatos, CA 95032

Video and DVD retailers:**Musicland Group**

1,195 Musicland, Sam Goody and Suncoast Motion Picture Company stores

Michael J. Madden, President

The Musicland Group

10400 Yellow Circle Drive

Minnetonka, MN 55343

[Once owned by Best Buy, now by investment firm Sun Capital]

MTS

120 Tower Records and Wow! stores

Russell M. Solomon, Chairman

Michael Solomon, President and CEO

MTS, Incorporated

2500 Del Monte Street

West Sacramento, CA 95691

Trans World Entertainment

850 F.Y.E., Camelot, Record Town, Coconuts, Strawberries, Spec's, Wherehouse, CD World, Saturday Matinee (sales) and Movies Plus (rental) stores

Robert J. Higgins, Chairman, President and CEO

Trans World Entertainment Corporation

38 Corporate Circle

Albany, NY 12203

Virgin Megastores

Part of Sir Richard Branson's Virgin Group, Ltd. (UK)

Glen Ward, President and CEO

Virgin Entertainment Group

5757 Wilshire Boulevard, Suite 300

Los Angeles, CA 90036

Wal-Mart

World's #1 retailer, with 4,750 stores

S. Robert Walton, Chairman

Wal-Mart Stores

702 SW Eighth Street

Bentonville, AR 72716

Powerful web links

www.realitycheckny.com Here you will be able to find out exactly what Reality Check is up to and write letters asking Hollywood decision-makers to eliminate smoking from all G, PG and PG-13 movies.

smokefreemovies.ucsf.edu Smoke Free Movies is a project started by Dr. Stanton Glantz, Professor of Medicine at University of California-San Francisco to raise awareness of tobacco prevalence in Hollywood movies. Here you will find all the information you need from photos to industry documents, the latest scientific research, and the project's long-running ad campaign. Smoke Free Movies' four-point proposal to lessen Hollywood's usefulness to Big Tobacco – including an R rating for smoking in movies – has been endorsed by many of the world's leading medical and public health authorities.

www.scenesmoking.org Thumbs Up! Thumbs Down! This group of teens is taking on Hollywood one movie review at a time. Their Web site alerts visitors to the smoking content of each week's Top Ten movies. Extensive archive of film titles.

www.screenit.com This site is known as a resource for parents to help them determine what movies they will allow their children to see. We can use this site to help us determine if there is smoking in a movie before you review it and decide if it should be used for a STOMP.

www.mpaa.org The Motion Picture Association of America. Use this site to review what the movie ratings mean and keep track of any changes in policy they may make due to this initiative.

www.wga.org The Writer's Guild of America.

www.dga.org The Director's Guild of America. Use this site to confirm addresses for writing letters and to find a director. It's easy to do a search in the Director's Directory.

www.sag.org Screen Actors' Guild. Check this site to find actors. Click on Contact SAG, and then click on Department Contact Information. Call the number listed for "Actors to Locate" and ask for the name of the agent for a specific actor.

www.contactanycelebrity.com A pay service. However, if you sign up for the weekly e-mails you will receive a free list of actors in newly released films and their contact info.

www.movies.com This site will tell you all about currently released movies as well as movies in pre- and post-production. Find out who is in the movie, who directed it, and the story behind the movie in "We Heard – pre-release Buzz section."

www.IMDb.com Probably the most complete database of movies, actors and movie makers on the Web, with full production credits. IMDbPro is the pay version, but unless you're doing a lot of original searches with complex requests, or tracing box office grosses in depth, you don't need it.

www.hollywood.com Another great source for information about any film.

pages.infinit.net/abc/films-movies/list.html This French-English site simply lists recent movies that have no smoking in them.

Research on movie trailers

Here's a summary of research by the American Legacy Foundation into TV ads for movies with smoking.

Key Finding

Trailers for movies which include tobacco brand imagery are more likely to include images of smoking than trailers for movies without brand depictions. This is true even when only movies with smoking in them are included in the analysis.

Brand Placement

While no law exists banning the depiction of specific tobacco brands in movies, the 1998 Master Settlement Agreement (MSA) between 46 state Attorneys General and the Tobacco Companies does ban payment or the exchange of anything of value (including packs of cigarettes) by tobacco companies in exchange for brand placement in movies.

Tobacco companies have reported that they have not paid for brands to appear in movies since the MSA. However, tobacco company documents made public through the MSA show that in the past companies were willing to pay as much as \$42,000 for brand placement in movies. Tobacco Company documents also show that in the 1980's companies contracted with product placement firms to supply cigarette packages and signs for use as props in popular movies, including those rated PG and G.

Depictions of specific brands in movies are of concern especially because of the effects on youthful audiences. Use of a specific brand by a celebrity in a movie could be understood as an endorsement of that brand. One study from 1999 shows that youth with favorite actors who smoke onscreen are more likely to be smokers, or be susceptible to smoking.

Prohibition on Payments Related to Tobacco Products and Media From the Master Settlement Agreement

Section III e:

"No participating Manufacturer may, beginning 30 days after the MSA Execution Date, make, or cause to be made, any payment or other consideration to any other person or entity to use, display, make reference to or use as a prop any Tobacco Product, Tobacco Product package, advertisement for a Tobacco

Product, or any other item bearing a Brand Name in any motion picture, television show, theatrical production or other live performance, live or recorded performance of music, commercial film or video, or video game...”

Study Description

The American Legacy Foundation’s “Movies Project” began with 221 movie trailers advertised on television during a one year period, from 8/1/01- 7/31/02. Of these movie trailers, 216 of the corresponding movies were available for rental or purchase in the United States in the spring of 2003. These movies and their televised trailers make up the study sample. This study sample varies from previous studies of smoking in movies that have focused on top grossing movies as opposed to all movies that were advertised on television.

Each of the 216 movies and 216 movie trailers were watched initially to determine whether or not there was tobacco use or imagery in the movie. This analysis revealed that 67% of the movies and 14% of the televised trailers included images of tobacco use. When one considers only trailers for movies in which there is smoking, 22% include images of smoking.

Out of the sample of 216 movies, 96 were rated R, 80 movies were rated PG-13, and 27 were rated PG. The majority of R rated movies (85%) included images of smoking. Movies for younger audiences also included smoking, as seen in 64% movies rated PG-13, and in 37% of movies rated PG.

Nearly one quarter (24%) of trailers for R rated movies included smoking. While young children may be prevented from watching R rated movies in theaters, the airing of these trailers on television exposes them to images of smoking.

Trailers advertising movies for younger audiences had a lower occurrence of smoking in them, at 8% for PG13, and 7% for PG movies.

Among trailers for R rated movies in which there is smoking, 28% include smoking, and among trailers for movies rated PG-13, 12% include smoking.

Each movie with smoking was watched by a trained coder to determine whether a specific and identifiable tobacco brand was depicted. Ten percent of movies showed at least one tobacco brand. Out of R rated movies, 16% depicted a brand, and 9% of PG-13 movies depicted a brand. There were no brands shown in PG or G rated movies.

References:

- 1 Tobacco Document: Spengler, P. 'Superman II' - The Movie. Legacy Tobacco Documents Library. Philip Morris. 18 October, 1979. Bates No.: 2046788819/8821. URL: <http://legacy.library.ucsf.edu/tid/cxz55e00>
- 2 Tobacco Document: List by year of movies for which product was supplied in connection with Charles Pomerantz and Andrew Varela. Legacy Tobacco Documents Library. Philip Morris. March, 1989. Bates No.: 2025863645. URL: <http://legacy.library.ucsf.edu/tid/kez74e00>
- 3 Distefan J, et al. Do Movie Stars Encourage Adolescents to Start Smoking? Evidence from California. Preventative Medicine. 28, 1-11 (1999).

Research on smoking in the movies before and after the MSA

Contrary to the expected decrease of tobacco use in films following the 1998 Master Settlement Agreement (MSA) between the tobacco industry and 46 states¹, tobacco use in the most popular youth-oriented movies has actually increased by 50 percent.

The MSA holds tobacco companies accountable for their actions. They must pay restitution to 46 states for healthcare costs incurred from tobacco-caused illnesses. Additionally, tobacco companies must cease marketing practices that target minors and cannot make payments to Hollywood to get brand name tobacco products placed in movies.² Despite this agreement, tobacco products and their use have increasingly found their way into movies geared toward and accessible to teenagers. This report compares the incidence of tobacco use and brand appearance in PG-13 movies in the two years before (1996, 1997) and after (1999, 2000) the settlement.

Here's a summary of research by the Massachusetts Public Interest Research Group (MassPIRG)

The full report is available at smokefreemovies.ucsf.edu

The report found:

1. Smoking in the most popular, youth-oriented, PG-13 movies is up since the tobacco settlement.
2. Teenagers are more readily influenced by tobacco ads and/or use in films than other age groups.
3. Tobacco companies stand to benefit financially from individuals who start to use tobacco at an early age; 90 percent of all adult smokers begin before they are 18.
4. Tobacco companies have violated the tobacco settlement in other ways and have a long history of marketing their products toward young and underage persons. In June, 2002, RJ Reynolds was fined for continuing to advertise in magazines with high youth readership.

Specifically:

■ Tobacco use is up 50 percent in post-settlement films. Of the films showing tobacco use, they averaged 1,288 frames of tobacco use before the settlement and 1,938 frames after the settlement. This translates into an average of 0.89 minutes of tobacco use in pre-settlement films versus 1.35 minutes post-settlement.³

■ Tobacco use remains prevalent in PG-13, youth-oriented movies. Eighty-two percent (18 of 22) of post-settlement movies and 80 percent (16 of 20) of pre-settlement movies contained tobacco use.

■ Most films portray smokers and smoking in a positive or neutral light. Eighty-three percent (15 of 18) of post-settlement movies with tobacco use showed characters with either positive or neutral attitudes toward smoking, conveying the perception that smoking is acceptable and even “cool.” Some movies, like *The Family Man*, showed smoking in a festive atmosphere during a Christmas party, while others, like *What Women Want*, showed smoking as relaxing and calming. In *Notting Hill*, a supporting character with a positive connotation announces that she has given up smoking, her “favorite thing,” but in the end lights up again anyway.

■ Fewer films feature negative statements about tobacco use. Before the settlement, 31 percent (5 of 16) of movies showed tobacco use as a negative; post-settlement that number fell to 17 percent (3 of 18). However, even negative portrayals of smoking in film have been shown to increase propensity for youth smoking.⁴

■ Several films showed identifiable, brand name cigarette packs. Although the name of the cigarette brand was obscured, the packaging design clearly identified the cigarettes as a particular brand. These movies were *The Perfect Storm*, *Meet the Parent*, and *The Family Man*. According to the MSA, brand-name tobacco use in films is forbidden.

■ Big name stars smoked in both pre- and post-settlement films. Post-settlement on-screen smokers included Mel Gibson, Nicolas Cage, Ben Stiller, Drew Barrymore, Mark Wahlberg, Eddie Murphy, Hugh Jackman, Will Smith, Kevin Kline, and Kenneth Branagh. Pre-settlement on-screen smokers included Julia Roberts, Will Smith, Jeff Goldblum, Leonardo DiCaprio, Kate Winslet, Tommy Lee Jones, and Arnold Schwarzenegger.

Studies have shown that young people are influenced by the smoking behavior of their favorite stars, both on and off the screen. As a result, the tobacco industry once regularly paid movie studios to display their brands in feature films prior to the settlement, a practice now forbidden. However, the continued – and increased – prevalence of tobacco use in youth-oriented movies following the settlement raises questions about the ability of tobacco companies to circumvent the MSA terms that curtailed the display of tobacco use in feature films.

“In contrast to the health groups, who saw smoking as a medical issue, the tobacco industry has always seen smoking as a cultural issue. And there is not a better way to control pop culture world-wide than through movies. Tobacco mass marketing and Hollywood pop culture grew up together, businesslike twins joined at the hip. For 80 years the tobacco industry has addicted hundreds of millions of men and women with the help of Hollywood movies – and later, TV – that portrayed smoking as glamorous, sexy, adult.”

– Prof. Stanton Glantz, *Los Angeles Times* op-ed, June 2, 2001⁴

To counter the detrimental effect on youth, Hollywood must restrict tobacco use in films. States also must enforce the terms of the settlement and fund tobacco control and prevention efforts that present young people with the true facts about smoking and health.

**WHERE TO FIND
ALL THE LATEST
RESEARCH ON
SMOKING AND
THE MOVIES?**

It's easy! Just visit UC-San Francisco's Smoke Free Movies' Web site: smokefreemovies.ucsf.edu

View and download many published reports and papers like this one.

This report builds on the work of Professor Stanton Glantz of the School of Medicine, University of California at San Francisco, particularly his report "How the Tobacco Industry Built Its Relationship with Hollywood." In that report, Glantz examines tobacco industry files to unearth the planned and methodical placement of tobacco products in film and television to increase product sales.

This report differs from Glantz's because it looks only at movies that target minors and compares the amount of tobacco use in pre- and post-settlement PG-13 films.

Significantly, although the reports use different methodologies to quantify smoking in movies, they come to the same conclusion: Hollywood and the tobacco industry continue to addict children to smoking.

Notes

1 <http://www.naag.org/tobac/tobagr.htm>. Accessed August 8, 2002.

2 G. Kelder, "Consent Decrees and Judgments: in G. Kelder and P. Davidson, eds. *The Multistate Master Settlement Agreement and the Future of State and Local Tobacco Control: An Analysis of Selected Topics and Provisions of the Multistate Master Settlement Agreement of November 23, 1998*. (Commissioned and Funded by the American Cancer Society) (March 23, 1999).

3 24 frames are projected per second. <http://www.howstuffworks.com> and <http://www.24framespersecond.com>. Accessed July 22, 2002.

4 http://smokefreemovies.ucsf.edu/news/text_glantzLATimesOpEd.html. Accessed October 1, 2002.

Page references

Page 3

1 Twenty billion packs

Federal Trade Commission. Annual report on cigarette sales and advertising for 2001, June 12, 2003. <http://www.ftc.gov/opa/2003/06/2001cigrpt.htm> last accessed March 13, 2004.

2 Kills 453,000 annually...53 million from secondhand smoke

National Cancer Institute. Health effects of exposure to environmental tobacco smoke: the report of the California Environmental Protection Agency. Smoking and Tobacco Control Monograph No. 10. Bethesda, MD. U.S. Department of Health and Human Services, National Institutes of Health, National Cancer Institute, NIH Pub. No. 99-4645, 1999. [Deaths from secondhand smoke figure is the midpoint derived from the figures in Table ES.2, page ES-4.]

3 90% under age 18

Gallogly M. National Center for Tobacco-Free Kids fact sheet: Smoking and kids. January 15, 2004. Last accessed at <http://www.tobaccofreekids.org/research/factsheets/index.php?CategoryID=3> on March 13, 2004. Calculated based on data in National Household Survey on Drug Use, 2001, at <http://samhsa.gov/oas/nhsda.htm>; also HHS, Youth and tobacco: Preventing tobacco use among young people: a report of the Surgeon General, 1995 (p. 49) at http://sgreports.nim.nih.gov/NN/B/C/L/Q/_nnbclq.pdf.

4 Almost three-quarters

Polansky JR, Glantz SA. First-run smoking presentations in U.S. movies 1999-2003. UC-San Francisco Center for Tobacco Control Research and Education, March 2004. <http://repositories.cdlib.org/ctcre/tcpmus/Movies2004> last accessed March 10, 2004.

5 More...than all tobacco advertising

Dalton, M.A., Sargent, J.D., et. al. Effect of viewing smoking in movies on adolescent smoking initiation: A cohort study. *The Lancet* 2003;362(9380): 281-285.

Pierce JP, Choi WS, Gilpin EA, Farkas AJ, Berry CC. Tobacco industry promotion of cigarettes and adolescent smoking. *JAMA*. 1998;279: 511-15.

6 Cut in half

Glantz, S.A. Smoking in movies: A major problem and a real solution. *The Lancet* 2003;362(9380): 281-285.

7 Pre-tax earnings

- Philip Morris (\$10.677 billion 2002, of which \$5.666 billion was from Philip Morris International) http://www.altria.com/investors/02_03_financialhighlights.asp last accessed March 13, 2004.
- RJ Reynolds (\$779 million) http://www.rjrholdings.com/inside/whoweare_factbook.asp#financialhighlights last accessed March 13, 2004.

com/inside/whoweare_factbook.asp#financialhighlights last accessed March 13, 2004.

- British American Tobacco (Brown & Williamson division \$522 million, 2002) Annual Review and Summary Financial Statement 2002 at http://www.bat.com/oneweb/sites/uk__3mnfen.nsf/vwPagesWebLiveText/B8948AEB3D88FAF280256D11004D0B2F?openDocument&DTC=20040314&CFG=F5911FJ0.8|standard|100|standard|0|0 last accessed March 13, 2004.
- Loews (Lorillard division \$766 million 2002) Loews 2002 Annual Report (p. 177) at <http://phx.corporate-ir.net/phoenix.zhtml?c=102789&p=irol-annualreports> last accessed March 13, 2004.
- Liggett Vector (\$103 million 2002) http://www.liggettgroup.com/pages/press_releases/press_release_27.html last accessed March 13, 2004.

8 Number of U.S. smokers

Centers for Disease Control. Adults over 18 at http://www.cdc.gov/tobacco/research_data/adults_preval.html last accessed March 13, 2004.

9 Profit per smoker

U.S. tobacco industry EBIT (less Philip Morris Int.)/U.S. adult smokers = \$7.181 billion / 46 million = \$156.10.

10 U.S. tobacco market decline

Per capita domestic cigarette sales 1997 (2,416) to 2001 (1,875), from Federal Trade Commission Annual Report (2003)

11 Largest U.S. tobacco companies

- Philip Morris (49.1% of domestic market): http://www.philipmorrisusa.com/about_us/company_information.asp last accessed March 13, 2004.
- RJ Reynolds (23% of domestic market) http://www.rjrt.com/IN/COwhoweare_corpfactbook.asp?Nav=NR last accessed March 13, 2004.
- Brown & Williamson (9.8% of domestic market) http://www.brownandwilliamson.com/Index_sub2.cfm?ID=10 last accessed March 13, 2004.
- Lorillard (9.2% of domestic market) Loews 2002 Annual Report (calculated).
- Liggett Vector (2.5% of domestic market) Vector Group 2002 Annual Report, P. 5, at <http://www.sec.gov/Archives/edgar/data/59440/000095014403004318/g80483e10vk.txt> last accessed March 13, 2004.

Note: British American Tobacco (BAT) will merge its North American operation, Brown & Williamson, with RJ Reynolds to form Reynolds American over the course of 2004.

12 Percent of a study population

Dalton and Sargent (2003)

13 Percent of young smokers affected by advertising

Pierce, Choy et al (1998)

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14 Congressional hearings

Mekemson C, Glantz S. How the tobacco industry built its relationship with Hollywood. *Tobacco Control*. 2002;11:i81-i91

15 Amount cigar makers

Federal Trade Commission. Report to Congress: Cigar sales and advertising and promotional expenditures for calendar years 1996 and 1997. 1999. <http://www.ftc.gov/os/1999/07/cigarreporttable3.htm> last accessed on March 13, 2004.

16 Master Settlement Agreement

National Association of Attorneys General. Master Settlement Agreement (1998). <http://www.naag.org/issues/tobacco/index.php?sdpid=919> last accessed on March 13, 2004.

17 Movies of all ratings

Polansky and Glantz (2004)

18 Without audiences knowing

Mekemson and Glantz (2002).

Page 7**19 Marlboro by a mile**

Sargent J, Tickle J. et al. Brand appearances in contemporary cinema films and contribution to global marketing of cigarettes. *The Lancet*. 2002;357: 29-32.

Page 9**20 "sponsor involvement"**

Robert P. Richards to William S. Smith, R.J. Reynolds. Letter of August 25, 1972. <http://www.smokefreemovies.ucsf.edu/problem/1972.html> last accessed on March 13, 2004.

Page 10**21 "exists nowhere else"**

Dennis O'Donnell, Cunningham & Walsh, to Mark Schofield, Brown & Williamson. Letter of January 8, 1982. <http://www.smokefreemovies.ucsf.edu/problem/bigtobacco.html> last accessed on March 13, 2004.

22 "seen in a bad light"

Product placement agreement between Dovemead Limited and Philip Morris Europe for "Superman II." October 18, 1979. <http://www.smokefreemovies.ucsf.edu/problem/bigtobacco.html> last accessed on March 13, 2004.

23 "get cigarettes on screen"

Draft speech for Hamish Maxwell, Philip Morris International marketing meeting. June 24, 1983. <http://www.smokefreemovies.ucsf.edu/problem/bigtobacco.html> last accessed on March 13, 2004.

24 PG-13 movies supplied with cigarettes

Review of Rogers & Cowan activity reports 1978-1986 on behalf of R.J. Reynolds. Legacy Tobacco Documents Library, University of California, San Francisco, accessed October 1-5, 2003 at <http://legacy.library.ucsf.edu/>. Historical motion picture ratings from <http://imdbPro.com> accessed October 1-5, 2003. Partial list.

25 Biggest known deal

Sylvester Stallone to Bob Kovoloff, Associated Film Promotion. Letter of April 28, 1983. <http://www.smokefreemovies.ucsf.edu/problem/bigtobacco.html> last accessed on March 13, 2004.

Page 11**26 Outlaw the practice**

Office of Rep. Tom Luken. Luken introduces bill to ban cigarette placement in movies — cites James Bond movies as example. Press release dated March 2, 1989. <http://legacy.library.ucsf.edu/tid/tlo72f00> last accessed on March 13, 2004.

27 Represent it in Hollywood

G.W. McKenna, R.J. Reynolds, to Richard Taylor, Rogers & Cowan. Letter of December 19, 1990. <http://legacy.library.ucsf.edu/tid/bug33d00> last accessed on March 13, 2004.

28 Associated RJ Reynolds cigarettes with death

Rogers & Cowan monthly report April 1991. <http://legacy.library.ucsf.edu/tid/ytg33d00> last accessed on March 13, 2004.

29 Since 1950

Glantz SA, Kacirk K, McCullough C. Back to the future: smoking in movies in 2002 compared with 1950 levels. *Am. J. Pub. Health* 2004;94: 261-263.

Page 12**30 Domestic tobacco sales**

Estimated. Philip Morris USA, with 49.1% market share, reported \$18.877 billion in net revenues for 2002. On this basis, total domestic market was \$38.4 billion. Net revenue figure at http://www.altria.com/investors/02_03_financialhighlights.asp last accessed March 13, 2004.

31 U.S. movie box office

Motion Picture Association Worldwide Market Research. U.S. entertainment industry: 2002 MPA market statistics. <http://www.mpa.org/useconomicreview/> last accessed on March 13, 2004.

32 Tobacco industry's ad spending

Federal Trade Commission (2003). Calculated from Table 2B. Excludes price promotion line items: promotional allowances, coupons and retail value added. Includes all media, direct mail, specialty items, sampling distribution, and public entertainment expenditures.

Note, however, that *Advertising Age* (Table: Domestic advertising spending by category (revised) at <http://www.adage.com/page.cms?pagelid=1014> accessed on March 13, 2004) reports measured media spending in the tobacco product category as \$283.7 million in 2002, down 20.8% from 2001. The trade journal's implied \$358.2 million measured media spending figure for 2001 is considerably greater than the \$212.7 million in domestic spending for print and outdoor advertising of cigarettes reported

to the FTC for the same year. The two sources may differ in number of advertisers and range of tobacco products covered.

33 Hollywood's ad spending

Nielsen Media Research. U.S. advertising spending rose more than 5% in 2003, Nielsen Monitor-Plus reports. February 19, 2004. <http://www.nielsen-media.com/newsreleases/2004/M+%202003%20Year%20End.pdf> last accessed at on March 13, 2004.

34 Top Ten grossing movies in theaters

Lung Association of Sacramento-Emigrant Trails. Thumbs Up! Thumbs Down! weekly monitor of smoking content in top grossing U.S. films accessed at <http://www.scenesmoking.org> between October 5 and December 24, 2003.

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35 Market for tobacco in the future

Draft speech for Hamish Maxwell (1983).

36 Influence on their starting to smoke

Dalton and Sargent (2003).

37 Replace everyone who dies

390,000 adolescents recruited to smoke, from Glantz (2003). 400,000 killed by direct smoking, from National Cancer Institute (1999).

38 Revenue gain from movie smoking

390,000 recruited, from Glantz (2003). Net present value (NPV) calculation represents the present-day value of future sales to an acquired customer. With revenue figures derived from Philip Morris financials, the NPV posits 25 years of smoking and a 10% discount rate. Personal communication from Ben Alamar, UCSF Center for Tobacco Control Research and Education, October 10, 2003.

39 Perhaps four million, or about 10%

Conservative estimate based on the observed impact of exposure to movie smoking (Dalton and Sargent, 2003) and national projection (Glantz, 2003). Youth access to movies of all ratings and the dose-response relationship noted by Dalton and Sargent suggests that the amount of smoking in movies determines its impact on the population of adolescent non-smokers. Levels increased dramatically during the 1990s (Glantz and Kacirk, 2004) and have been stable over the five years 1999-2003 (Polansky and Glantz, 2004); relatively lower exposures in prior years also would have exerted a significant recruiting effect.

40 34¢ in sales for the tobacco companies

Tobacco industry's annual revenue gain from movie smoking (\$3.22 billion) / Domestic motion picture box office 2002 (\$9.5 billion) = \$0.34. If assumptions in Glantz (2003) are correct, exposure to smoking on screen is now the primary recruiter of new U.S. smokers. The more exposure, the higher the likelihood that an adolescent will start smoking (Dalton and Sargent, 2003). Therefore, ticket sales to movies with smoking directly benefit the tobacco industry and the motion

picture industry functions as a marketing proxy for the tobacco industry. Every dollar Hollywood spends on advertising (2002: \$3.5 billion) yields 92¢ in revenue gains for the tobacco companies (\$3.22 billion).

41 Per capita spending on cigarettes

2002 domestic tobacco sales (\$38.4 billion) / U.S. population (2002) = \$136.99. U.S. Census middle-series 2002 population projection accessed at <http://www.census.gov/population/www/projections/natsum-T1.html> on March 13, 2004.

42 Per capita spending on movie tickets

2002 domestic box office (\$9.5 billion) / U.S. population (2002) = \$33.89.

43 Hollywood's overseas box office

Overseas box office as a percentage of U.S. film releases' worldwide box office, for top 100 U.S. domestic gross releases in each of the years 2002 and 2003. <http://www.worldboxoffice.com> last accessed on March 13, 2004. Other estimates, published without data, range up to 60%.

44 Philip Morris overseas sales

Philip Morris International net revenues as percentage of combined PM USA and PM International net revenues, 2002. http://www.altria.com/investors/02_03_financialhighlights.asp last accessed on March 13, 2004.

45 Public entertainment sponsorships

Federal Trade Commission (2003).

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46 Troubling trends

Lung Association of Sacramento-Emigrant Trails. <http://www.scenesmoking.org/>

47 1999-2003 studio survey highlights

Polansky and Glantz (2004).

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48 Payoff on the bottom line

Memo from Diane [no last name recorded], R.J. Reynolds, to R.C. Nardine, R.J. Reynolds, November 16, 1984. <http://www.legacy.library.ucsf.edu/tid/kbt13a00> last accessed on March 13, 2004.

49 Camel brand is a distant second

Sargent and Tickle (2002).

50 Interview on WebMD

Eszterhas J, Hicks D, Bronson D. Smoking: join Joe to quit now — Joe Eszterhas — 11/20/03. WebMD Live Events transcript at <http://my.webmd.com/content/article/77/95433> last accessed on March 13, 2004.

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51 A record high

Federal Trade Commission (2003). Excluding price promotion, tobacco ad and promotional spending

declined 25% in real terms from 1996 to 2001. Including price promotion line items, spending increased 95% in real terms over the same period to \$11.2 billion.

52 \$312 million in 2001

Federal Trade Commission (2003).

53 Feel positive about smoking

Tickle JJ, Sargent JD, et. al. Favorite movie stars, their tobacco use in contemporary films, and its association with adolescent smoking. *Tobacco Control* 2001;10: 16-22.

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54 Results were explosive

Dalton and Sargent (2003).

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55 Extend 270 lives every day

Glantz (2003).

56 Preventable causes of death

Mokdad AH, Marks JS, Stroup DF, Gerberding JL. Actual causes of death in the United States, 2000. *JAMA*. 2002;291: 1238-1245.

Credits

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57 Four solutions

UCSF Center for Tobacco Control Research and Education. Smoke Free Movies. <http://www.smokefreemovies.ucsf.edu/solution/index.html> last accessed at on March 13, 2004.

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58 Internet Broadcast Systems poll

http://cf.nbc17.com/tri/sh/con_surveycontest_display/sur_results_nt.cfm?contentid=2911032&HTTP_REFERER=http://www.nbc17.com/family/2910994/detail.html last accessed March 15, 2004.

59 ABC Radio Networks poll

<http://www.todaybesthits.com/survey/default.asp> last accessed March 15, 2004.

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