

# Their movie studios deliver 220,000 kids a year to the tobacco industry. *They could stop it with a phone call.*



**NOBOYUKI IDEI, SONY CORPORATION**  
**55,000\*** adolescent smokers  
delivered to U.S. tobacco  
industry annually by Sony motion pictures.



**MICHAEL EISNER, DISNEY COMPANY**  
**66,000\*** adolescent smokers  
delivered to U.S. tobacco  
industry annually by Disney motion pictures.



**RICHARD PARSONS, TIME WARNER**  
**98,000\*** adolescent smokers  
delivered to U.S. tobacco  
industry annually by Warner motion pictures.

**M**ajor studios, some with a documented prior history of payoffs from the tobacco industry, are now responsible for delivering at least half of all new young smokers in the U.S.

Yet so far, the studios' lobbying organization, the MPAA, has refused to give future on-screen tobacco use an "R" age-classification, as leading health advocates recommend.

The "R," while voluntary, would create an incentive for producers to avoid smoking in films intended for younger audiences, just as they now temper raw language and violence.

Filmmakers would remain free to include smoking in any movies they choose. But this non-intrusive rating change would effectively reduce kids' exposure to on-screen smoking, and subsequent addiction, by an estimated 60%.

The MPAA's stonewalling means little. After all, the major studios really call the shots

## IN-THEATER TOBACCO IMPRESSIONS (1999-2003)\*

Media company	Total tobacco impressions	Share of 6-17 impressions
Time Warner	8.1 billion	25%
Disney	5.4 billion	17%
Sony	4.4 billion	14%
Universal	3.8 billion	11%
Viacom	3.4 billion	10%
News Corp.	3.1 billion	9%
MGM	1.6 billion	5%
Dreamworks	1.4 billion	4%
All others	1.4 billion	4%

*Studios or parent companies ranked by the number of estimated in-theater tobacco impressions delivered to audiences of all ages, and by their share of all in-theater tobacco impressions delivered to moviegoers ages 6-17.*

on industry policy. And the major studios' top managers answer to others even more powerful—the chairs and CEOs of the giant media corporations that own them.

The studios, perhaps uncertain of their potential liability, are frozen in the face of a public health threat of historic magnitude. Genuine leadership at the highest corporate level is now required to use the "R" to reduce kids' exposure to on-screen smoking, permanently, industrywide.

No other health challenge in the U.S. has such a ready answer. Three men can pull out their phones, voice-dial their studio chiefs, and save 50,000 lives a year. How many more movies? How many more years? How many more hundreds of thousands of kids?

## WARNER BROS. MOVIES: LICENSED TO KILL IN AFRICA

*In 2002, British American Tobacco (BAT) licensed four Warner Bros. movies for a twelve-week, six-city "cinema tour" promoting its Rothmans cigarettes in Nigeria:*

<b>Collateral Damage</b>	Arnold Schwarzenegger
<b>Ocean's 11</b>	George Clooney, Matt Damon, Andy Garcia, Brad Pitt, Julia Roberts
<b>Romeo Must Die</b>	Jet Li
<b>Showtime</b>	Robert De Niro, Eddie Murphy

Challenged by Nigerian and U.S. health advocates, in January 2003 Warner said that the films had been pirated and BAT would be told to cease and desist. But in March 2003, the *L.A. Times* reported that British American Tobacco had in fact licensed the films from Warner's South African distributor, Warner Nu Metro.

Only after health advocates launched faxes to Warner Bros.' Barry Meyer did Warner agree to donate 50% of the money it got from BAT to Nigerian tobacco prevention groups and 50% to UNICEF. (In November 2003, Nigerian NGOs received \$5,000; the UNICEF donation has not been confirmed.) However, Time Warner refused to pledge publicly that it would not license its films to tobacco companies and their agents again.

## SENATORS URGE ACTION AT HEARINGS ON CAPITOL HILL

*U.S. Senate Commerce Committee hearing,  
Tuesday, May 11, 2004*

**SEN. JOHN ENSIGN (R-NEVADA):** "Why is it okay to modify [the rating system] for nudity, for language, but not okay to modify it for tobacco, the number one preventable health problem we have in this country?"

**SEN. RON WYDEN (D-OREGON):** "The ball is in your court, Mr. Valenti. I guarantee you, if something isn't done by the industry, there are certainly going to be efforts [by lawmakers]."

Contact the media CEOs at [SmokeFreeMovies.ucsf.edu](http://SmokeFreeMovies.ucsf.edu)

The R-rating for tobacco use on screen is endorsed by the World Health Organization, American Academy of Pediatrics, American Heart Association, American Lung Association, Campaign for Tobacco-Free Kids, Los Angeles County Department of Health Services, Society for Adolescent Medicine, and other public health authorities. Smoke Free Movies is a project of Stanton Glantz, PhD, Director, UCSF Center for Tobacco Control Research and Education. To join the campaign, visit our website or write us: Smoke Free Movies, UCSF School of Medicine, San Francisco, CA 94143-1590. \*Estimates based on epidemiological studies of the effect smoking in movies has on adolescents, coupled with tobacco content analysis and box office data for each studio's films 1999-2003. View step-by-step calculations at [SmokeFreeMovies.ucsf.edu/problem/new\\_smokers](http://SmokeFreeMovies.ucsf.edu/problem/new_smokers).



**SMOKE  
FREE  
MOVIES**