

Big Tobacco won't mind if Hugh Grant's smoking is rated PG13. *Thirteen-year-olds will still see it.*

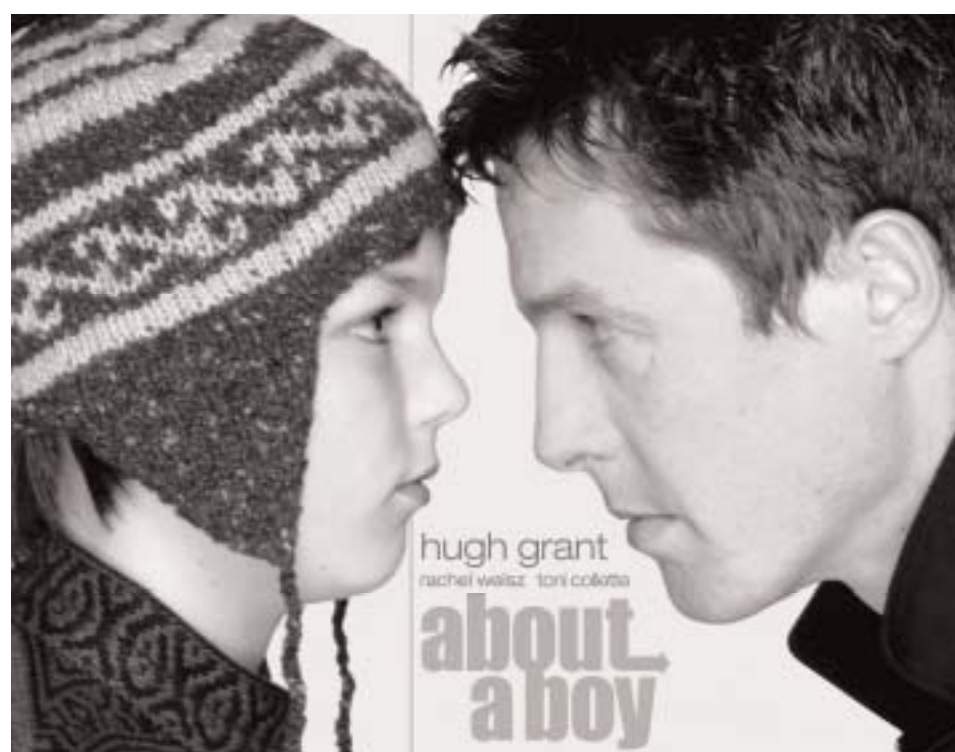
What's wrong with big stars showing kids how to smoke? With tobacco ads barred from TV and billboards, film is about the only medium left to promote tobacco in the U.S. and worldwide. And it works. Studies find that teens who view lots of smoking on screen are two-and-a-half times as likely to start smoking. Even if friends and parents don't.

Only two industries in America act as if pushing poison to kids is a legitimate business.

One is Big Tobacco. Publicly it denies marketing to the young—yet battles all the way to the U.S. Supreme Court to overturn any limit on its ability to do so.

The other? Hollywood.

Movies and videos aimed at children and teens are carrying more smoking scenes [see box]. In fact, as theaters have tightened up on kids being admitted to R-rated movies, smoking has intruded even deeper into movies rated G, PG and PG13.



IN *ABOUT A BOY*, rated PG13, *filmdom's* cutest cad chain-smokes around a 12-year-old boy he's mentoring. Another recent PG13, *Life or Something Like It*, paired Angelina Jolie with Camels. Hollywood began to introduce smoking into more kid-rated movies after Congress pressed the industry to keep more teens out of movies rated R.

Is this simply coincidence?

Only ten years ago, the tobacco industry was paying cash to place its brands in films (it denies payola now, just as it did to Congress in 1989). And Big Tobacco has long used film stars to glamorize cigarettes, killing many of them in the process.

Has anything actually changed?

Not a single tobacco company has ever objected to having its brand trademarks displayed in any movie.

Tobacco kills one in three smokers—more Americans than violence, drunk driving, outlawed drugs and HIV/AIDS *combined*—but just 6% of top-grossing smoking movies even *hint* that smoking or secondhand smoke is damaging.

That's "realism"?

The reality is, Hollywood does Big Tobacco's dirty work today just as it has for decades past. The only question: do producers and directors do it out of corruption or stupidity?

How can America tell?

Take the latest example.

Seeking to deflect growing national criticism, movie industry flacks are floating the idea of rating movies "with gratuitous smoking" PG13.

Setting aside the gaping loophole "gratuitous" would prove to be, would PG13 ratings slow down Philip Morris or RJ Reynolds in the least?

After all, for decades Big Tobacco has focused on teens

about to choose starter brands like Marlboro or Camel. Rating films PG13 that teach kids how to smoke is like telling stores it's okay to sell cigarettes to thirteen-year-olds. Rating smoking films R, in contrast, might actually keep more teenagers from seeing films that play into Big Tobacco's marketing plans.

Both Big Tobacco and Hollywood promote smoking. Both are in hot pursuit of the same teenage audience.

Which industry do you work for?

How can you tell? Our suggestions:

1] **ROLL ON-SCREEN CREDITS** certifying that nobody on a production accepted *anything* of value from any tobacco company, its agents or fronts.

2] **RUN STRONG ANTI-TOBACCO ADS** IN FRONT OF SMOKING MOVIES. Put them on tapes and DVDs, too. Strong spots are proven to immunize audiences.

3] **QUIT IDENTIFYING TOBACCO BRANDS** in the background *or* in action. Brand names are unnecessary.

4] **RATE NEW SMOKING MOVIES "R"** to give parents genuine power to protect children against the tobacco industry.

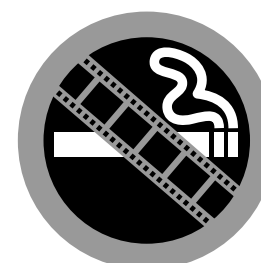
DID YOU KNOW? *Two out of three tobacco shots in the Top 50 movies from April 2000-March 2001 were in G, PG and PG13 films. A sample now on video:*

Shots/hr*	Film	Rating	Director	Box-office Gross
33	The Perfect Storm	PG13	Wolfgang Petersen	\$182 million
25	What Women Want	PG13	Nancy Meyers	\$182 million
23	Charlie's Angels	PG13	Joseph McGinty Nichols	\$125 million
19	The Family Man	PG13	Brett Ratner	\$76 million
19	X-Men	PG13	Brian Singer	\$157 million
14	Vertical Limit	PG13	Martin Campbell	\$68 million
13	102 Dalmatians	G	Kevin Lima	\$67 million
12	Save the Last Dance	PG13	Thomas Carter II	\$89 million
11	Road to El Dorado	PG	Bibo Bergeron et al.	\$51 million
10	Shanghai Noon	PG13	Tom Dey	\$57 million
8	U-571	PG13	Jonathan Mostow	\$77 million
8	Gone in 60 Seconds	PG13	Dominic Sena	\$102 million
6	Cast Away	PG	Robert Zemeckis	\$232 million
6	Meet the Parents	PG13	Jay Roach	\$166 million
4	Finding Forrester	PG13	Gus Van Sant	\$52 million

*Shots including tobacco product, use or reference / total running time. Full list on web site.

Get the inside story 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 Robert Wood Johnson Foundation, the Richard and Rhoda Goldman Fund, and Preventing Tobacco Addiction. To learn how you can help, visit our website or write to us: Smoke Free Movies, UCSF School of Medicine, Box 0150, San Francisco, CA 94143-0150.



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