

Smoking in movies

THE NUMBERS

In December 2003, at a special briefing arranged by Jack Valenti, Hollywood studios and guilds heard the first large-scale research evidence that smoking in popular movies recruits kids to smoke. In the eleven years after that briefing, U.S. film studios went on to release more than 400 top-grossing, kid-

rated movies packed with 12,600 tobacco incidents. In total, from 2004 to 2014, movies rated G, PG and PG-13 delivered 116 billion more tobacco impressions to U.S. theater audiences alone. As a direct result, nearly three million more American kids were recruited to smoke. One million of them are projected to die from lung and other cancers, heart attacks, strokes and emphysema.

THE NAMES

The major studios' failure to R-rate smoking in 2003 is costing America one million lives. The good news? Adopting the R-rating today, for future movies with smoking, will prevent one million additional deaths in this generation, says the CDC. The **Who's Accountable**

rankings you see below are a small sample of all the companies and people who've injected smoking into kid-rated movies. Yes, some of the most powerful companies and bankable names are associated with kids' exposure. That's why we need the R-rating. It's the only solution strong enough to save a million lives.

WHO'S ACCOUNTABLE

Rankings based on their G/PG/PG-13 movies, 2002-2015. Updated weekly. Choose other ranking options, search by an individual's name, look up more than 2,000 movies, and view film companies' track records on tobacco at smokefree.movies.ucsf.edu/whos-accountable.

ACTORS | The more smoking, the higher the score

Rank	Actor	Score	Smoked in films	With brands	Views millions
1	J.K. Simmons	242	5	0	191.6
2	Hugh Jackman	209	6	0	149.1
3	Ian McKellen	20			
4	Viggo Mortensen	162			
5	Vince Vaughn	159			
6	Jeff Bridges	142			
7	Jared Harris	122			
8	Robert Downey, Jr.	119			
9	Ray Winstone	119			
10	Sigourney Weaver	110			
11	Ritchie Coster	103			
12	Billy Boyd	98			
13	Bruce McGill	93			
14	Adam Sandler	90			
15	Jack Black	88			
16	Jude Law	86			
17	Don Cheadle	85			
18	Will Ferrell	84			

DIRECTORS | The more smoking, the higher the score

Rank	Director	Score	Films	With smoking	With brands
1	Peter Jackson	1572	7	7	0
2	George Clooney	1375	3	3	0
3	Rob Marshall	1266	5	3	0
4	Peter Segal	989	5	3	0
5	Steven Spielberg	730	10	5	0
6	Tate Taylor	626	2	2	0
7	Mark Steven Johnson	625	3	3	0
8	Taylor Hackford	591	1	1	0
9	Sam Raimi	531	5	2	0
10	Baz Luhrmann	520	2	2	0
11	Guy Ritchie	486	2	2	0
12	Olivier Megaton	455	4	4	0
13	Tyler Perry	443	14	14	0
14	Ridley Scott	383	4	4	0
15	Lee Tamahori	383	3	3	0
16	Adam McKay	367	4	4	0
17	David Fincher	363	2	2	0

PRODUCERS | The more smoking, the higher the score

Rank	Producer	Score	Films	With smoking	With brands
1	Avi Arad	1643	15	10	2
2	Peter Jackson	1590	8	8	0
3	Steven Spielberg	1461	10	9	2
4	Grant Heslov	1375	3	3	3
5	Carolynne Cunningham	1328	5	5	0
6	Jack Giarraputo	1198	17	9	1
7	Scott Rudin	1056	15	12	2
8	Michael De Luca	1017	10	6	3
9	Lucy Fisher	977	9	5	1
10	Kathleen Kennedy	968	10	9	0
11	Fran Walsh	866	5	5	0
12	Frank Marshall	814	11	8	1
13	Harvey Weinstein	774	3	3	0
14	Brian Grazer	768	16	9	2
15	Luc Besson	734	11	10	1
16	Lorenzo di Bonaventura	664	13	6	0
17	Howard Baldwin	657	2	2	0
18	Karen Elise Baldwin	657	2	2	0
19	Graham King	638	5	5	0
20	Gary Foster	628	4	2	1
21	George Clooney	626	2	2	2
22	Neil Mason	612	4	3	0

EDITORS | The more smoking, the higher the score

Editor	Score	Films	With smoking	With brands
Stephen Mirrione	1805	7	5	
Jeff Gourson	1478	7	6	
Paul Hirsch	948	6	4	
William Goldenberg	946	9	6	
Jabez Olssen	818	4	4	
Michael Kahn	726	11	8	
Virginia Katz	629	7	5	
Richard Francis-Bruce	582	5	3	
Jamie Selkirk	511	1	1	
Camille Delamarre	497	3	3	
Pietro Scalia	494	3	2	
James Herbert	486	3	2	
Austin Walsh	481	5	1	
Don Ballantine	478	3	1	
Jonathan Redmond	478	1	1	
Matt Villa	478	1	1	
Andy Dorn	436	3	3	
Byssie Hoy	425	12	12	

WRITERS | The more smoking, the higher the score

Rank	Writer	Score	Films	With smoking	With brands
1	Philippa Boyens	1572	7	7	0
2	Peter Jackson	1524	6	6	0
3	Fran Walsh	1061	6	6	0
4	George Clooney	940	2	2	2
5	Grant Heslov	940	2	2	2
6	Guillermo del Toro	932	6	5	0
7	Bill Condon	819	2	2	0
8	Luc Besson	814	11	11	1
9	Tracy Keenan Wynn	810	1	1	1
10	Albert S. Ruddy	810	1	1	1
11	Sheldon Turner	810	1	1	1
12	John Logan	810	1	1	1
13	Mark Steven Johnson	636	6	4	0
14	Robert Mark Kamen	625	2	2	1
15	James L. White	620	7	7	1
16	David Koepf	591	1	1	0
17	Ehren Kruger	562	10	7	1
18	Neal Purvis	561	7	4	1
19	Robert Wade	524	5	4	0

One little letter will save a million lives.

Smoking in movies kills in real life. Smokefree Movie policies—the R-rating, anti-tobacco spots, certification of no payoffs, and an end to brand display—are endorsed by the World Health Organization, American Medical Association, American Academy of Pediatrics, American Heart Association, American Lung Association, Americans for Nonsmokers' Rights, American Public Health Association, Breathe California, Campaign for Tobacco-Free Kids, Legacy, Los Angeles County Dept. of Public Health, New York State Dept. of Health, New York State PTA, and many others. This ad is sponsored by Smokefree Movies, UCSF School of Medicine, San Francisco, CA 94143-1390.



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