



The WALT DISNEY Company

Richard M. Bates
Senior Vice President
Government Relations

May 6, 2019

The Honorable Richard Blumenthal
706 Hart Senate Office Building
Washington, DC 20515

The Honorable Edward Markey
225 Dirksen Senate Office Building
Washington, DC 20515

The Honorable Chris Van Hollen
110 Hart Senate Office Building
Washington, DC 20515

Dear Senators Blumenthal, Markey, and Van Hollen,

Thank you for your April 15, 2019 letter to Bob Iger regarding depictions of tobacco use in film and video content in the entertainment industry. We commend you on your long-held commitment and leadership in promoting the health of America's youth. It has been nearly 12 years since Mr. Iger first wrote to then-*Representative* Markey noting that "The Walt Disney Company shares your concern regarding deaths due to cigarette smoking," and taking what Mr. Markey aptly described as a "groundbreaking" stand with respect to smoking in Disney-branded movies. As discussed below, we have expanded that commitment in the years since, and we continue to recognize this as an important issue today. Just last week, we removed smoking areas from our domestic theme parks in the interest of making the parks more enjoyable for everyone.

The attached *Smoking in Movies* policy statement, released in 2015, represents our most recent commitment with respect to films produced by The Walt Disney Company. In short, we will not depict cigarette smoking in movies we produce and distribute under the Disney, Pixar, Marvel, or Lucasfilm labels rated G, PG, or PG-13, with limited exceptions related to historical context and scenes that portray smoking in a negative manner. Among other provisions, the policy also prohibits product placement or promotion deals related to tobacco products, and commits to place anti-smoking public service announcements on DVDs of new or newly remastered films rated G, PG, and PG-13 that depict smoking. Several weeks ago, we completed the acquisition of 21st Century Fox, including its renowned film production business. We are proud to inform you that our *Smoking in Movies* policy will likewise apply to 21st Century Fox films that are greenlit by our company after the closing date of that acquisition.

In addition to our rich tradition of film production, we are proud of the quality of our television programming and take great care in making responsible decisions, especially with respect to content that is intended for children and teens. Our Standards & Practices professionals review programs that appear on our networks, and any proposal to depict smoking or the use of tobacco is heavily scrutinized and reviewed for its appropriateness, regardless of whether the programming is intended for children or adult viewers. Later this year, we will

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launch the Disney+ streaming video-on-demand service, which will include both film and television content. We will continue to take all appropriate measures, through the use of ratings and through the review by Standards & Practices, to ensure that we maintain the trust that we have earned with our viewers, especially with respect to our family friendly original programming. Gratuitous depictions that glamorize smoking or encourage young people to smoke have never been acceptable to The Walt Disney Company and will not appear on Disney+.

Thank you for the opportunity to share our practices with respect to this important topic.

Sincerely,

A handwritten signature in black ink, appearing to read "R. M. Bates". The signature is stylized and fluid, with a long horizontal stroke extending to the right.

Richard M. Bates
Senior Vice President, Government Relations

Enclosure: *Smoking in Movies* policy statement



SMOKING IN MOVIES

The Walt Disney Company actively limits the depiction of smoking in movies marketed to youth. Our practices currently include the following:

- Disney has determined not to depict cigarette smoking in movies produced by it after 2015 (2007 in the case of Disney branded movies) and distributed under the Disney, Pixar, Marvel or Lucasfilm labels, that are rated G, PG or PG-13, except for scenes that:
 - depict a historical figure who may have smoked at the time of his or her life; or
 - portray cigarette smoking in an unfavorable light or emphasize the negative consequences of smoking.
- Disney policy prohibits product placement or promotion deals with respect to tobacco products for any movie it produces and Disney includes a statement to this effect on any movie in which tobacco products are depicted for which Disney is the sole or lead producer.
- Disney will place anti-smoking public service announcements on DVDs of its new and newly re-mastered titles rated G, PG or PG-13 that depict cigarette smoking.
- Disney will work with theater owners to encourage the exhibition of an anti-smoking public service announcement before the theatrical exhibition of any of its movies rated G, PG or PG-13 that depicts cigarette smoking.
- Disney will include provisions in third-party distribution agreements for movies it distributes that are produced by others in the United States and for which principal photography has not begun at the time the third-party distribution agreement is signed advising filmmakers that it discourages depictions of cigarette smoking in movies that are rated G, PG or PG-13.
- For movies produced outside the United States or where Disney's influence over the content of films is limited (such as movies co-produced by Disney), Disney seeks to discourage depiction of smoking in its movies that are rated G, PG or PG-13 where we believe it is appropriate and practical to do so.

Disney regularly reviews the incidence of depictions of smoking in movies distributed by Disney entities. Compiled results of such reviews will be made public.