**SMOKEFREE MOVIES**

**WEEK OF ACTION**

**RESOURCE KIT**

APRIL 18-25, 2021

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As Hollywood prepares for the Academy Awards on Sunday, April 25, it’s time to reveal the media and entertainment industry’s best-kept secret: **Smoking on screen kills in real life.** Millions of young lives are at risk. Alert your membership networks, your community, and public policymakers now! Here are some resources to help you take action at the [University of California San Francisco Smokefree Media Project](https://smokefreemedia.ucsf.edu/2021-action-kit).

**QUICK MESSAGES**

1) **Big Tobacco secretly bought its way on screen for decades.** The U.S. media and entertainment industry still refuses to give parents and young audiences advance warning before exposing children and teens to smoking and tobacco imagery. Research shows that when young people are exposed to smoking and tobacco imagery on screen, the tobacco industry gets millions of new young customers, many of whom suffer and die prematurely from tobacco-related diseases as adults.

2) **Tobacco on screen is the single biggest media risk to children and teens.** Hollywood has known of the danger of showing smoking and tobacco images on screen since at least 2003. Yet movie studios and TV producers still not updated their rating systems to include smoking and tobacco imagery as a ratings factor. *They are concealing toxic content.*

3) **Ratings, warnings, and TV parental controls all need to be reinforced** to stop tobacco addiction from trapping another generation. With the streaming revolution now underway, it’s easier than ever for children and teens to watch movies and TV shows packed with toxic smoking, vaping and other tobacco content.

4) **What are streaming companies hiding?** On-demand channels will show almost anything these days, except advance warnings of smoking and tobacco imagery. We’re surveying streamers to see how much content information they share — and if parental controls FAIL on the biggest media risk to kids.

**WHAT IS HOLLYWOOD HIDING?**

**ANSWER #1** The [US Surgeon General](http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/) has concluded that exposure to smoking on screen causes large numbers of young people to take up tobacco. Tobacco is the [#1 cause of preventable death](https://www.cdc.gov/tobacco/data_statistics/fact_sheets/fast_facts/index.htm), killing 480,000 Americans per year.

The U.S. Centers for Disease Control and Prevention (CDC) project that on-screen smoking will recruit [6.4 million new young smokers](https://smokefreemedia.ucsf.edu/sites/default/files/2021-01/CDC%20-%20Fact%20Sheet%20-%202015_0.pdf) in this generation, two million of whom will die from tobacco-induced cancer, heart disease, lung disease and stroke. The U.S. Surgeon General reports that making future youth-rated movies smokefree would cut [reduce teen smoking rates](https://www.ncbi.nlm.nih.gov/books/NBK179276/pdf/Bookshelf_NBK179276.pdf) by nearly 20% — preventing one million tobacco deaths from cancer and other diseases among today’s kids.

**ANSWER #2** Right now, there is no practical way for parents to know in advance if a movie, streaming series or TV program includes toxic tobacco content. The film industry has refused to modernize its R-rating based on the conclusive scientific evidence that exposure to onscreen smoking causes kids to smoke.

The industry’s movie ratings and TV Parental Guidelines do not take smoking into account in their rating rules. Entertainment companies refuse to inform parents, saying there are no “industry standard,” yet the same companies block industry standards for smoking. Meanwhile smoking has [more than doubled](https://www.cdc.gov/mmwr/volumes/68/wr/mm6843a4.htm) in PG-13 movies since 2010, is spiking in R-rated films, and has [expanded on streaming channels](https://truthinitiative.org/research-resources/tobacco-pop-culture/while-you-were-streaming-smoking-demand).

**ANSWER #3** In April 2019, [three U.S. Senators](https://smokefreemedia.ucsf.edu/news/blog/senators-challenge-smoking-newest-media-channels) wrote to a dozen major media companies and asked them two simple questions: How many of their films and TV shows showed tobacco use in the last five years? And how many children and teens saw these shows? We know movie studios track tobacco in their films. They also track the make-up of their audiences, in detail. An entire industry exists to gather and analyze audience data for Hollywood.

But when the companies answered the Senators, only one (YouTube) listed its shows with smoking. Not a single company reported how many kids saw its movies and TV shows with smoking. [Most simply ignored](https://smokefreemedia.ucsf.edu/news/blog/media-giants-sandbag-senators-child-safety-data) the Senators’ request for basic child-safety data.

**ARE CURRENT MPA “SMOKING” LABELS EFFECTIVE?**

In May 2007, the Motion Picture Association (the major movie studios’ trade group, which runs the movie ratings) announced it might add a small-print “smoking” label to movies with smoking. However, an audit of this program shows that from 2008 through 2019:\*

• 87 percent of top-grossing, youth-rated films with smoking are NOT labeled for smoking (342 of 392 films). No R-rated films carried a “smoking” label. Altogether, 94 percent of all films with smoking gave consumers no advance warning of their toxic tobacco content (779 of 829 films).

• The youth-rated films NOT labeled for smoking account for more than two-thirds (69%) of tobacco incidents (7,788 of 11,292 incidents) and more than three-quarters (76%) of domestic audience tobacco exposures from youth-rated films (74 billion of 97 billion tobacco impressions).

• Including films with smoking R-rated for other reasons, the MPA’s smoking labels cover only 11 percent of all tobacco incidents (3,504 of 30,819 incidents) and audience tobacco impressions (23 billion of 215 billion impressions).

• 89 percent of onscreen tobacco incidents and audience exposures are from films not labeled for smoking by the motion picture industry.

**IMPORTANT** | There is no research evidence that merely *labeling* a film will reduce harmful youth tobacco exposure. Leading health authorities recommend that future tobacco imagery be *R-rated*. The R rating is already used by the film industry to alert parents to content deemed inappropriate for children and teens and to reserve mature content for mature audiences.

The MPA has also [repeatedly claimed](https://smokefreemovies-prod.ucsf.edu/whos-accountable/mpaa) that rates movies for smoking. However, its own [rating rules](https://www.filmratings.com/Content/Downloads/rating_rules.pdf) (last revised in 2010) nowhere mention tobacco or smoking.

\* Source: [Breathe California Sacramento Region­ – UCSF Onscreen Tobacco Database](https://smokefreemedia.ucsf.edu/sfm-media) and Motion Picture Association ratings bulletins, 2007-2019. The MPA announced in May 2007 that it was instituting a “smoking” descriptor program. This analysis begins in 2008, the first full year the program was in effect.

**ACTION POINTS**

Parents and policymakers who see only a few smoking labels on top-grossing films — only fifty labels total, from 2008 through 2019 — may be misled to think that only the few movies with labels actually contain smoking.

In fact, half (49%) of all top-grossing films were tobacco-contaminated from 2008 and 2019, including 14 percent of G/PG films and 47 percent of PG-13 films.

“Right to Know” is a basic principle in federal rules covering [food ingredients](https://www.fda.gov/food/food-labeling-nutrition) and [workplace hazards](https://www.osha.gov/SLTC/hazardoustoxicsubstances/) like cyanide, benzene and lead. But there is no rule that requires media companies to alert consumers to toxic tobacco content in their entertainment products. This content physically harms millions of children and teens recruited to smoke or vape.

The U.S. [Family Smoking Prevention and Tobacco Control Act](https://www.fda.gov/tobacco-products/rules-regulations-and-guidance/family-smoking-prevention-and-tobacco-control-act-overview) (2009) and other statutes and legal agreements restrict tobacco promotion and sales to kids. A federal lawsuit ([United States v. Philip Morris](https://www.publichealthlawcenter.org/topics/commercial-tobacco-control/commercial-tobacco-control-litigation/united-states-v-philip)) found the tobacco companies liable for violating the Racketeer Influenced and Corrupt Organizations Act (RICO) for their marketing to kids.

No media company has yet been held liable, despite tobacco industry documents that describe decades of collaboration to promote smoking and tobacco brands on TV and in hundreds of mainstream movies.

In the last three decades of the Twentieth Century, forty percent of the movies on [tobacco product placement lists](http://escholarship.org/uc/item/7kd981j3) were youth-rated. In the first two decades of the Twenty-First Century, *forty-five percent* of all top-grossing movies with smoking have been youth-rated.

On Jan. 2, 1971, the U.S. [Public Health Cigarette Smoking Act](https://www.politico.com/story/2018/04/01/congress-bans-airing-cigarette-ads-april-1-1970-489882) banned tobacco commercials from TV and radio media regulated by the Federal Communications Commission (FCC). The recent surge of smoking inside movies and TV shows directly undermines this law’s purpose: to protect children and adolescents from being physically exploited and addicted.\*

\* The broadcast ad ban — formally the Cigarette Labeling and Advertising Act of 1969, 15 U.S.C. §§ 1331 et seq. — was challenged by the National Association of Broadcasters (NAB) and others in *Capitol Broadcasting Co. v. Mitchell* (1972). They lost.

**FIVE REAL SOLUTIONS**

[U.S. Senators](https://smokefreemedia.ucsf.edu/news/blog/ca-senators-call-major-studios-r-rate-smoking-films), [state and territorial Attorneys General](https://smokefreemedia.ucsf.edu/policy-solutions/state-attorneys-general), and the [national and international health community](https://smokefreemedia.ucsf.edu/take-action/endorsements) all agree on most or all of the following evidence-based solutions. These polices will keep tobacco industry influence out of film, video and TV, permanently and substantially reduce children and teens’ exposure to smoking\* and tobacco imagery, and ensure that parents, children and teens know which movies shows are smokefree and which carry a smoking hazard:

1. Rate future movies and TV shows with smoking R or TV-MA, unless they exclusively depict tobacco use by actual, historical people who used tobacco (as in a biographical drama or documentary) or depict the real health consequences of tobacco/nicotine use.

2. Require strong tobacco public service announcements before any film or TV episode with smoking, regardless of genre or age-classification.

3. Require certification of no tobacco company pay-offs from each credited producer of a film or TV show with smoking.

4. Keep tobacco branding out of all future films or TV shows, regardless of genre or age-classification.

5. Make any media production with tobacco/nicotine content ineligible for public subsidies, such as tax credits and production rebates.

For more information and details about actions you can take, visit the

University of California San Francisco [Smokefree Media website](https://smokefreemedia.ucsf.edu/policy-solutions).

\* “Smoking” is used here as shorthand for combustible, smokeless, and non-prescription nicotine delivery devices.

**ADVOCACY AND ACTION**

Six companies sit on the Motion Picture Association (MPA) board. The MPA only does what these companies decide, so addressing the it directly is unproductive. We need to reach the top of the most influential companies. Attached is a list of names and addresses of top-level executives.

If addressing all six media giants is impractical, focus on **Apple**, **Disney,** and **Netflix**.

Apple told Senators they would include content information for parents on Apple TV+. They haven’t. [Disney](https://smokefreemedia.ucsf.edu/whos-accountable/companies) dominates the U.S. movie market and just launched its own streaming service, Disney+. It also controls Hulu. With 61 million U.S. subscribers and 158 million worldwide, [Netflix](https://truthinitiative.org/sites/default/files/media/files/2019/07/WUWS-SOD-FINAL.pdf), is the largest streaming service, attracted notoriety in 2019 for packing smoking and cigarette brands into its #1 series, *Stranger Things* (TV-14).

All three companies promised to adopt parent-friendly policies in 2019. Apple is still hiding tobacco content. Disney has not updated its policy to cover newly acquired Hulu and Fox. Netflix has not published ANY policy related to its tobacco depiction practices.

**These companies must keep their promises in a transparent, verifiable way and to take the lead in setting life-saving industry standards.** Refer to the five policy solutions in this action kit.

**Three suggestions:**

**#1** **Write letters to media CEOs.** A short letter, personalizing your concerns as a young viewer, parent or grandparent, teacher or health professional attracts more attention because it’s an investment of time to write, stamp, and mail. See an example on the next page.

**#2** **Post to Facebook, Twitter, Instagram, TikTok and another popular channel.** We’ve prepared a range of social media graphics and drafted some short social media messages to go with them. Make them our own. If you want to customize one of the graphic images, email us and we’ll send Photoshop (PSD) components you can resize and edit. Urge your network to sign the growing [online petition](https://www.change.org/p/mpaa-nato-r-rate-smoking-to-make-kid-rated-movies-smokefree).

**#3** **Add a “What is Hollywood hiding” item to your group’s e-mail newsletter or write a letter to the newspaper.** While focused on Oscar® week, feel free to extend this campaign at your convenience. And please tell us what you’ve done!

**SAMPLE LETTER**

Dear Mr./Ms. [CEO NAME],

If my child started to smoke, it would break my heart to think of what they would suffer in the future, long after I could be of any help to them.

Fifty years ago, the American people decided to stop showing cigarette commercials on TV because they harm children. But that didn’t stop tobacco promotion. Today, I see smoking inside TV shows popular with teens and in more than one-third of all kid-rated movies.

The U.S. Surgeon General has concluded that on-screen smoking causes kids to start smoking, just like those commercials did two generations ago.

Yet companies like yours have included tens of thousands of tobacco incidents your kid-rated movies and TV shows. You have refused to give mature ratings to smoking, the single most serious media danger to kids. Your industry has delivered hundreds of billions of tobacco exposures to moviegoers of all ages, and billions more from TV and streaming shows.

Last year, when U.S. Senators asked you — point-blank — how many of your media productions contain tobacco and how many kids see them, you would not share that basic child-safety information. Can you imagine any other industry doing that? I can’t.

What are you hiding? Why won’t you modernize your “R” and “TV-MA” ratings to give parents real warning? Better yet, why don’t you simply commit to keep tobacco imagery out of your future movies and TV shows … and then keep that life-saving promise?

I love movies and a good TV show. But you and I both know that entertainment is not worth addicting a single child, let alone causing real grief to million of families like yours and mine.

Thank you for your consideration.

Sincerely…

**SAMPLE SOCIAL MESSAGES**

Smoking on screen kills in real life. #RateSmokingR [in Canada #RateSmoking18]. Sign the R-rating petition at <http://bit.ly/R-petition>.

Cigarette packs carry warnings. But hundreds of kid-rated movies and TV shows with smoking carry no warning at all. What is Hollywood hiding? Smoking on screen kills in real life. To #RateSmokingR, sign <http://bit.ly/R-petition>.

Fifty years ago, smoking commercials were banned from TV. Now smoking is packed inside hundreds of movies and TV shows. Keep smoking out of kid-rated shows to save a million lives. #RateSmokingR. Sign this <http://bit.ly/R-petition>.

Why are kids still starting to smoke and vape? Big Media has never stopped promoting nicotine addiction and early death. Hollywood refuses to keep smoking out of kid-rated films and TV. #RateSmokingR. Sign here! <http://bit.ly/R-petition>

Netflix packed Marlboros, Camels and other brands into #StrangerThings (TV-14). The only thing it won’t show? Any advance warning. What’s Hollywood hiding? Smoking on screen kills in real life. To #RateSmokingR, sign <http://bit.ly/R-petition>

Is any movie or TV show worth lung cancer? Why does Hollywood hide the fact that it still promotes smoking, the way it did in the 20th Century? It’s time to keep kid-rated films and TV smokefree. #RateSmokingR and sign <http://bit.ly/R-petition>

Kids’ biggest media risk isn’t what you think. Since 2002, 750 kid-rated movies packed with 19,900 smoking images have delivered 188 billion tobacco exposures to all ages. Save a million lives. #RateSmokingR at <http://bit.ly/R-petition>

They’re still pushing smoking at kids. But now, instead of billboards, it’s on TV and movie screens. To save a million lives, sign this growing petition at <http://bit.ly/R-petition>. It’s time to #RateSmokingR.

Since 2002, 750 kid-rated movies have promoted smoking. 99% of them are now showing on top streaming services with no advance warning. Stop Big Media from recruiting kids for Big Tobacco. Sign <http://bit.ly/R-petition> to #RateSmokingR.

**Note:** Movie, incident and exposure counts are from the [Breathe California Sacramento Region­ – UCSF Onscreen Tobacco Database](https://smokefreemedia.ucsf.edu/sfm-media); top-grossing film results through 2019.

** Media Company Executive Contact List**

Please write a personal letter to at least one of the top company executives on this list and cc: your state’s Attorney General, who has a mandate to keep tobacco companies from pushing tobacco at kids.

The parent media companies own the major Hollywood studios. Independent film companies also contribute lots of onscreen smoking. Movie retailers (like theaters, big box stores and cable companies with on-demand movie services) are often right on Main Street.

We don’t recommend writing to the trade groups (MPA and NATO) because they only do what their member companies direct them to do. It’s up to the companies to fix this problem.

New to navigating the entertainment business? Click here to download our helpful [Tobacco Map of Film and Television](https://smokefreemedia.ucsf.edu/news/blog/bring-kids-safety-download-map).

**PARENT MEDIA COMPANIES**

**• AT&T**

(AT&T TV, AT&T Watch TV, Cinemax, DC Universe [50% share], HBO, HBO Now, HBO Max, Max Go,

Warner Bros, Turner)

**John T. Stankey, CEO**

**AT&T Inc.**

**208 South Akard Street**

**Dallas TX 75202**

Jason Kilar Ann Sarnoff

Chief Executive Officer Chairperson and CEO

WarnerMedia, LLC Warner Bros. Entertainment Inc.

One Time Warner Center 4000 Warner Boulevard

New York NY 10019 Burbank CA 91522

**• Comcast**

(Bravo, E! Entertainment, Focus Features, Illumination, NBCUniversal, Oxygen, Peacock, Sky, Universal, USA Network, Working Title, Xfinity)

**Brian L. Roberts, Chairman and CEO**

**Comcast Corporation**

**One Comcast Center Philadelphia, PA 19103**

Jeff Shell, Chief Executive Officer

NBCUniversal Media, LLC

30 Rockefeller Plaza

New York NY 10112

Donna Langley, Chairperson Bonnie Hammer, Chairperson

Universal Filmed Entertainment Group NBCUniversal Content Studios

100 Universal City Plaza Building 30 Rockefeller Plaza

Universal City, CA 91608 New York NY 10112

(Note: The legal entity for Universal Pictures is Universal City Studios LLC)

**• Disney**

(ABC, Blue Sky Studios, Disney, Disney+, Freeform, FX, FX+, Hotstar (Hindi), Hulu [67% share], Lucasfilm Ltd., Marvel Studios, National Geographic, Pixar, Touchstone, 20th Century Fox, Fox 2000, Fox Searchlight)

**Robert A. Iger, Executive Chairman**

**Bob Chapek, CEO**

**The Walt Disney Company**

**500 South Buena Vista Street**

**Burbank CA 91521**

Alan Bergman, Co-Chairman Rebecca Campbell, Chairperson

Alan F. Horn, Co-Chairman, Chief Creative Officer Direct-to-Consumer and International

The Walt Disney Studios Content The Walt Disney Company

500 South Buena Vista Street 500 South Buena Vista Street

Burbank CA 91521 Burbank CA 91521

**• Netflix**

**Reed Hastings, Co-CEO**

**Ted Sarandos Co-CEO and Chief Content Officer**

**Netflix, Inc.**

**100 Winchester Circle**

**Los Gatos CA 95032**

**• Sony**

(Affirm Pictures, Columbia, Crackle, Playstation Vue, Screen Gems, Sony Pictures Entertainment, Sony Pictures Television, Sony Pictures Worldwide Acquisitions, TriStar)

**Kenichiro Yoshida, Chairman, President, and CEO**

**Sony Corporation**

**1-7-1 Konan**

**Minato-ku, Tokyo 108-0075 Japan**

**Anthony J. Vinciquerra, Chairman and CEO**

**Sony Pictures Entertainment Inc.**

**10202 West Washington Boulevard**

**Culver City CA 90232**

Tom Rothman, Chairman Jeff Frost, President

SPE Motion Picture Group Sony Pictures Television Studios

10202 West Washington Boulevard 10202 West Washington Boulevard

Culver City CA 90232 Culver City CA 90232

**• ViacomCBS**

(Awesomeness, BET, CBS, Colors, Comedy Central, CMT, Insurge, MTV Films, Nickelodeon, Paramount, Pluto, Showtime, Smithsonian Channel, The CW, TV Land, VH1, 49% share of Miramax)

**Robert M. Bakish, President and CEO**

**ViacomCBS Inc.**

**1515 Broadway**

**New York NY 10036**

James N. Gianopulos, Chairman and CEO George Cheeks, President and CEO

Paramount Pictures CBS

5555 Melrose Avenue 51 West 52nd Street

Los Angeles, CA 90038 New York, NY 10019

**Motion Picture Association (MPA)**

(Trade group for major studios, administers U.S. film ratings)

Charles Rivkin, Chief Executive Officer

Motion Picture Association

15503 Ventura Boulevard

Encino, CA 91436

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**LARGE INDEPENDENT (NON-MPAA) PRODUCER-DISTRIBUTORS CURRENTLY INCLUDE:**

**A24**

David Fenkel, Daniel Katz

A24 Films LLC

8321 Beverly Boulevard

Los Angeles CA 90048

**Lionsgate**

**Jon Feltheimer, CEO**  Jeffrey Hirsch, President & CEO

**Lions Gate Entertainment, Inc.** Starz Entertainment Group, LLC

**2700 Colorado Avenue** 8900 Liberty Circle

**Santa Monica, CA 90404** Englewood CO 80112

**STX**

Robert Simonds, Chairman and CEO

STX Entertainment, LLC

3900 West Alameda Avenue, 32nd Floor

Burbank, CA 91505

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**EXHIBITORS** (Theater chains in your community)

**AMC**

Adam M. Aron, President and CEO

AMC Entertainment Holdings Inc.

One AMC Way

11500 Ash Street

Leawood, KS 66211

**Cinemark** (Rave, Century)

Mark Zoradi, CEO

Cinemark Holdings, Inc.

3900 Dallas Parkway, Suite 500

Plano, TX 75093

**Cineworld Group plc** (Cineworld, Picturehouse, Regal is #2 chain in U.S.))

Alicja Kornasievicz, Chairperson

Moshe J. Greidinger, CEO

Cineworld

8th Floor, Vantage London

Great West Road

Brentford TW8 9AG

UK

**Marcus**

Gregory S. Marcus, President and CEO

The Marcus Corporation

100 East Wisconsin Avenue, Suite 1900

Milwaukee WI 53202

**Reading International**

Ellen M. Cotter, Chairperson, President and CEO

Reading International, Inc.

5995 Sepulveda Boulevard, Suite 300

Culver City CA 90230

**NATO**

(Trade group for theater owners, also has a formal role in administering film ratings)

John Fithian, President and CEO

National Association of Theatre Owners Inc.

750 1st Street NE, Suite 1130

Washington DC 20002

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**MOVIE RETAILERS, CARRIERS and STREAMING SERVICES**

Most MPA-member companies have launched or plan to launch streaming services: AT&T’s HBO Max, Comcast’s Peacock, Disney’s Disney+ and Hulu, Netflix, etc. They may also own cable on-demand services offering films and TV shows. Listed here are large *non-MPA* companies with streaming services. We also list the companies that dominate the shrunken but still large ($4 billion) DVD/Blu-ray market. These include Redbox, Best Buy, Target, Walmart and Netflix.

**Amazon:** Amazon Prime Video

**Jeffrey P. Bezos** Jennifer Salke, CEO

**Chairman, CEO and President** Amazon Studios

**Amazon.com, Inc.** 410 Terry Avenue North

**410 Terry Avenue North** Seattle WA 98109

**Seattle WA 98109**

**Apple**: Apple TV, Apple TV+

**Timothy D. Cook, CEO** Jamie Erlicht and Zack Van Amburg,

**Apple Inc.**  Apple Video Programming LLC

**1 Infinite Loop**  Apple TV Plus

**Cupertino CA 95014** 8600 Hayden Place

Culver City CA 90232

**Best Buy**: Physical disk sales

Corie Barry, CEO

Best Buy Co., Inc.

7601 Penn Avenue South

Richfield, MN 55423

612-291-1000

**Apollo Global Management**: RedboxOn Demand, Redbox disk vending

Galen C. Smith, CEO

Redbox Automated Retail, LLC

One Tower Lane, Suite 900

Oakbrook Terrace, IL 60181

**Google**: YouTube, You Tube premium

**Sundar Pichai,** CEO Susan Wojcicki, CEO

**Google LLC** YouTube, LLC

**1600 Amphitheatre Parkway**  901 Cherry Avenue

**Mountain View CA 94043** San Bruno CA 94066

**Target**: Physical disk sales

Brian C. Cornell, Chairman and CEO

Target Corporation

1000 Nicollet Mall Minneapolis, MN 55403

**Verizon**: On-demand

Hans Vestberg, Chairman and CEO

Verizon Communications, Inc.

1095 Avenue of the Americas

New York, NY 10036

**Walmart**: Vudu streaming, physical disk sales

Douglas McMillon, CEO and President

Wal-Mart Stores, Inc.

702 SW 8th Street

Bentonville, AR 72716

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To view the major media companies’ and (as a sector) independents’ track records on tobacco, go to: https://smokefreemedia.ucsf.edu/whos-accountable. Data from Breathe California-UCSF Onscreen Tobacco Database, hosted by UCSF Smokefree Media.)