

## June 2009 — World Health Organization issues new film policy guide

Concerned about on-screen tobacco promotion, WHO says films with smoking should trigger adult ratings and strong anti-tobacco spots in theaters, on DVD, cable, satellite and other channels. WHO also advises barring all tobacco brand display and requiring producers to certify that their smoking films are free of tobacco payoffs. ([Download report](#))



## March 25 , 2008 — New York State Commissioner of Health presses largest U.S. media companies to adopt Smoke Free Movie's four policies

New York State Department of Health's full-page ads in the *New York Times* and *Wall Street Journal* ([ad #1](#), [ad #2](#)) outline the problem and four policy solutions, then urge public to clip and mail [messages](#) to the studios' parent companies. Keep up the pressure!

<http://smokefreemovies.ucsf.edu/problem/bigtobacco.html>

Big Tobacco's secret history in Hollywood



**Superman II** (1980, Warner Brothers) made good on a deal with Philip Morris to feature Marlboros. [Read the deal](#). Note Clause 4, where the producers agree to edit the film to avoid any negative portrayal of

"Film is better than any commercial that has been run on television or in any magazine, because the audience is totally unaware of any sponsor involvement."

That's what Hollywood told Big Tobacco as far back as [1972](#). In a [1982 letter](#) the public relations firm of Cunningham and Walsh outlined cigarette product placement opportunities to its client, Brown & Williamson:

"Recently there have been a number of high-visibility feature films in which one or more of the central characters smoke a particular brand of cigarettes. This has been happening because cigarette manufacturers have been paying for the exposure."

Not only did Philip Morris arrange for Lois Lane (Margot Kidder) to smoke Marlboros, but "*Superman II* also included a classic fight scene in which Superman and the bad guys throw a Marlboro truck back and forth across Lexington Avenue. This truck was produced solely for the movie and exists nowhere else."

In 1983, Hamish Maxwell, president of Phillip Morris International (and later chairman of Philip Morris Companies, now Altria), highlighted the importance of smoking in the movies in a [speech to his marketeers](#):

"Smoking is being positioned as an unfashionable, as well as unhealthy, custom. We must use every creative means at our disposal to reverse this destructive trend. I do feel heartened at the increasing number of occasions when I go to a movie and see a pack of cigarettes in the hands of the leading lady. This is in sharp contrast to the state of affairs just a few years ago when cigarettes rarely showed up on camera. We must continue to exploit new opportunities to get cigarettes on screen and into the hands of smokers."

### **Payoffs and coverups**

For the last thirty years, tobacco companies have been compelled to report, truthfully, marketing and sales results to the Federal Trade Commission. The FTC aggregates the figures to preserve trade secrets, but even a zero can be revealing.

For example, in the FTC's 2002 [annual report](#) to Congress: "Cigarette manufacturers reported that they paid no money or other form of compensation to have any cigarette brand names or tobacco products appear in any motion pictures or television shows. *This practice has been reported as unfunded since 1989.*" [Emphasis added]

But once-secret tobacco industry documents, recently uncovered by lawsuits, tell a different story...

- **Philip Morris USA** (parent renamed Altria)

From 1978 to 1988, Philip Morris USA used a West Coast consultant and a [brand placement firm](#) to supply tobacco products, advertising signage and "[fees](#)" to at least 130 Hollywood

Marlboros.



**[Explore tobacco in Hollywood's "Golden Age."](#)**

In the 1930s and 1940s, tobacco companies gave Hollywood studios national advertising - and got a brand boost when the studios' stars smoked on screen. Popular star Claudette Colbert was paid at least \$150,000 (2008 dollars) to advertise Lucky Strike.

productions. In 1983, Brown & Williamson was told that Philip Morris budgeted \$2 million annually to [pay producers](#). A Philip Morris budget document pegged spending for 1988 at [\\$100,000](#). In 1991, a note from Philip Morris' associate general counsel [commented](#): "In the past even Philip Morris USA sought and paid for product placement." Yet in every one of those years, when the Federal Trade Commission asked Philip Morris USA if it had spent anything to gain product placement, [the company said no](#).

Starting in November 2006, after federal convictions for racketeering and fraud, Philip Morris USA ran ads in the Hollywood trade press asking filmmakers not to use its brands and to keep smoking out of films "directed at youth." Disingenuous? [You decide](#).

- **American Tobacco** (now part of British American Tobacco)

Between 1984 and 1994, American Tobacco paid a product placement firm upwards of [\\$675,000](#) to put its brands on screen. The agency claimed that it delivered cigarettes, signage and unspecified "incentives" to nearly [five hundred Hollywood film productions](#).

Yet in 1990, 1991 and 1992, [American Tobacco told the FTC](#) that the company "did not pay or agree to pay consideration in money, product, or other form to have its cigarette brand names or tobacco products appear in any motion pictures..."

- **RJ Reynolds** (now part of British American Tobacco)

From 1980 to 1991, RJ Reynolds paid its Hollywood agency up to [\\$200,000](#) a year, plus expenses, to run its product placement program and other show business projects. In 1990, when Congress turned up the heat on tobacco placement in U.S. movies, Reynolds and its agency sent product placement activities offshore, offering the agency's London-based affiliate bonuses up to [\\$8,200](#) for each film in European distribution showing an RJ Reynolds brand.

Yet the Federal Trade Commission reports [no RJ Reynolds spending](#) for product placement after 1988.

- **Brown & Williamson** (now part of British American Tobacco)

Brown & Williamson paid its product placement agency as much as [\\$120,000](#) a year from 1979 to 1984 to put its brands in Hollywood movies and negotiate deals with individual actors. [\\$70,000](#) was reportedly paid to at least one production. A multi-picture product placement deal was struck with Sylvester Stallone for [\\$500,000](#). (The deal was later canceled.) In 1983, B&W reported spending a total of [\\$85,000](#) in the "testimonials and endorsements" category that the FTC used to track product placement.

## **Hollywood, land of fantasy**

Besides "promotional fees," generous supplies of cigarettes worth hundreds, even thousands of dollars were also handed out [to influence film productions](#). Yet the tobacco companies apparently didn't report these in-kind transfers to the FTC as a form of payment.

Tobacco companies also inserted [clauses in contracts](#) with their Hollywood agencies forbidding product placement in movies targeted at children or teens. Yet more than 30 percent of the titles reportedly [supplied by Philip Morris](#) in the 1980s were rated G, PG or

PG-13. More than 40 percent of the films [supplied by American Tobacco](#) were youth-rated, half of them rated PG.

### **Do you believe them now?**

In 2004, the FTC told Congress: "The companies also reported that in 2002, they did not solicit the appearance of any cigarette product in any motion picture...or grant permission for the appearance of any cigarette product in any motion picture..."

Yet in 2002, 74% of all U.S. movies depicted smoking, including three-quarters of youth-rated movies. Eleven of the biggest box office hits — six of them rated PG-13 — showed particular brands. Big Tobacco lied twenty years ago. Can we believe them now?

To find company documents and published studies on smoking in movies, [go deeper](#).

### **NOTES:**

**Note 1.** Based on "Special Reports" to the Federal Trade Commission detailing the company's domestic tobacco marketing. The FTC aggregates this data with that from other companies to profile the industry's marketing efforts in annual reports to the U.S. Congress. For [1979](#), [1980](#), [1981](#), [1982](#), [1983](#), and [1984](#), Philip Morris attested "No expenditures were made for endorsements and testimonials during calendar year [X]" directly below the reference to this category, variously called "Item 8 (l)" and "Item 8 (m)," described in this way:

This category includes, but is not limited to, all expenditures made to procure cigarette use, or the mention of a cigarette product or name or package or other representation associated with a cigarette product or company, in any situation (e.g., motion pictures, stage shows, public appearances by a celebrity) where such use, mention, or appearance may come to the attention of the public...

For [1985](#), [1986](#), [1987](#) ([specific page](#)), and [1988](#) Philip Morris reported no "[Category L](#)" [expenditures](#) (the "endorsements and testimonial" category):

(24) CAT-L-EXPENSES...This item includes, but is not limited to, all expenditures made to procure cigarette use, or the mention of a cigarette product or company name, or the appearance of a cigarette product or name, or package, in any situation (e.g., motion pictures, stage shows, public appearance by a celebrity) where such use, mention or appearance may come to the attention of the public. [[Back to text](#)]

**Note 2.** Based on contracts and other communications between American Tobacco and Unique Product Placement, Inc. (later UPP Entertainment Marketing) for [1982](#) (\$25,000), [1983](#) (\$27,500), [1984](#) (\$30,000), [1985](#) (\$34,000), [1986](#) (\$40,000), [1987](#) (\$45,000), [1988](#) (\$50,000), [1989](#) (\$55,000), [1990](#) (\$60,000), [1991](#) (\$67,500), [1992](#) (\$67,500), [1993](#) (\$67,500), and [1994](#) (\$67,500; [additional reference](#)), as well as [\\$29,000](#) (Value of "Props, product...promotion/incentives") and [\\$12,000](#) (value of "Props, Materials, etc."). Total amount cited in text does not include any estimate of value of tobacco products ordered sent to UPP and recorded as supplied to motion picture productions (numerous references available). [[Back to text](#)]

**Note 3.** See [ATCO UPP Film List 1984-94](#) compiled from an extensive but incomplete [UPP report to American Tobacco](#); half a dozen other quarterly and annual lists reported by UPP to its client; and numerous other “feature memos,” “results memos” and “monthly updates” from UPP through April, 1994. Total does not include 36 titles mentioned as having been supplied by UPP but whose release could not be confirmed in the motion picture database IMDbPro. The spreadsheet includes year of actual release, title when released, and MPAA age-classification rating. [[Back to text](#)]

**Note 4.** In American Tobacco’s “Special Report” answer to Item #6, a specific question from the federal Trade Commission concerning product placement for [1990](#), [1991](#), and [1992](#). [[Back to text](#)]

**Note 5.** Based on “activity reports” and contractual agreements between RJ Reynolds and Rogers & Cowan for [1980](#), [1981](#), [1986](#) ( “continues to retain”), [1987](#), [1988](#), [1989](#), [1990](#), and [1991](#). [[Back to text](#)]

**Note 6.** Two “consulting agreements” between RJ Reynolds Tobacco International and Rogers & Cowan International for [May 1, 1990-December 31, 1991](#) and [January 2, 1992-December 31, 1992](#). [[Back to text](#)]

**Note 7.** The Federal Trade Commission told Congress in 2002, “No expenditures had been reported in this category [“endorsements and testimonials”] since 1988.” We infer from this statement that neither RJ Reynolds nor any other tobacco company posted expenditures in this category in their special reports to the FTC for the years after 1988, although RJ Reynolds was paying Rogers & Cowan to obtain placement for its brands into 1991 (in the U.S.) and 1992 (in Europe), and American Tobacco operated its product placement program through UPP into the spring of 1994. ([Federal Trade Commission Cigarette Report for 2000](#) (issued 2002), p. 5) [[Back to text](#)]

**Note 8.** Amount Brown & Williamson [paid](#) Associated Film Promotions. In November 1980, [thirteen cases of Brown & Williamson cigarettes](#) are ordered shipped to AFP to “be used in the promotion of our brands within the motion picture industry.” A [November 1982, agreement](#) between Brown & Williamson and Associated Film Promotions specifies on p. 11 that on January 1, 1983, it will supersede an agreement regarding product placement in movies which the two companies had entered into in July, 1979. [Letter](#) terminates AFP’s product placement activities as of March 1984. [[Back to text](#)]

**Note 9.** [\\$70,000](#) payment proposed in a letter from AFP to Brown & Williamson was reported to have [occurred](#). After a disappointing result, Brown & Williamson discusses “[make-goods](#).” “Where a star actually smokes our brands in a manner clearly visible to viewers,” Brown & Williamson considers payments of [\\$100-\\$250,000](#) per movie. [[Back to text](#)]

**Note 10.** Philip Morris [responds](#) to a series of questions from the FTC by supplying a schedule that, among other things, estimates the value of tobacco products it [supplied to individual film productions](#) in the late 1980s. Attorneys for American Tobacco answer a Congressional investigator’s question about the value of [Lucky Strikes supplied to Beverly Hills Cop](#) — more than \$5,000 wholesale. [[Back to text](#)]

**Note 11.** “[Philip Morris Product Placement: Guidelines and procedures](#)” (1989); a typical [American Tobacco example](#) (1982). [[Back to text](#)]

**Note 12.** Calculated based on MPAA age-classification data for [listed movies](#). [[Back to text](#)]

**Note 13.** Calculated using MPAA age-classifications for all releases implicated in product placement by UPP described in [Note 4](#). [[Back to text](#)]

## The Science

Here's a bibliography of research on smoking in the movies, with the most recent studies listed first:

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Despite declining tobacco use and increasing public understanding of the dangers of smoking, smoking in movies has returned to levels observed in 1950, when smoking was nearly twice as prevalent as it was in 2000.<sup>1</sup>

The documents below help illustrate the development of tobacco product placement in the movies.<sup>2</sup> They are presented chronologically by company to provide context as you browse them. For more information, visit [Smoke Free Movies](#) ▶.

Tobacco Institute

[Fact Sheet for Mr. Whitley: Product Placement by Tobacco Companies](#) (1989)

Tobacco Institute overview of product placement by major tobacco companies. States that none of the companies has "made payments or supplied valuable props in order to have a scene depicting smoking included in a movie."

<http://legacy.library.ucsf.edu/tid/plo72f00>

[\[Tobacco Institute Letter to Christian Science Monitor\]](#) (1989)

Response to story accusing cigarette manufacturers of engaging in "deliberate corporate strategy" to use films as vehicles for cigarette advertisements.

<http://legacy.library.ucsf.edu/tid/yvo72f00>

[\[Tobacco Institute Response to Congressman Schiff\]](#) (1993)

Tobacco Institute statement denying paid product placement in movies.

<http://legacy.library.ucsf.edu/tid/ngc42f00>

RJ Reynolds

[Back to Top](#)

[We Are About to Go Into Production with the Motion Picture, "Run Sheep Run", a Suspense, Thriller, Set in Los Angeles](#) (1972)

Offer of product placement in Run Sheep Run film; notes placement's potential power because, "the audience is completely unaware of the sponsor involvement."

<http://legacy.library.ucsf.edu/tid/ylm89d00>

[\[Recap of Product Placement Activities\]](#) (1981)

Outline of plans to prominently feature smoking, especially when tied favorably to film stars.

<http://legacy.library.ucsf.edu/tid/fnw85d00>

[\[Marlboro Visibility in Superman II\]](#) (1981)

P.R. firm alerts RJR to visibility of competing brand Marlboro in Superman II.

<http://legacy.library.ucsf.edu/tid/ofo18c00>

[\[P.R. Firm Product Placement Activity Report\]](#) (1981)

Summary of public relation firm's "subliminal" product campaign to keep RJR products in movies, television, and fashion photos.

<http://legacy.library.ucsf.edu/tid/rnw85d00>

["Romancing the Stone"](#) (1983)

Request for fifty branded rain slickers in return for "excellent visual

identification of RJ Reynolds products in 'Romancing the Stone.'

<http://legacy.library.ucsf.edu/tid/hay85d00>

[\[RJR Contract with Public Relations Firm for Continued Service\]](#)  
(1986)

Guidelines for public relations firm regarding product placement.

<http://legacy.library.ucsf.edu/tid/wux05d00>

[\[RJR Policy on Product Placement\]](#) (1989)

RJ Reynolds' response to Congressman Luken's investigation of tobacco product placement in films.

<http://legacy.library.ucsf.edu/tid/ezu28c00>

[Product Placement History](#) (1990)

The importance of cigarettes and smoking situations in the motion picture and television industries.

<http://legacy.library.ucsf.edu/tid/cvl28c00>

[\[Letter opposing the use of RJ Reynolds brand cigarettes\]](#) (1993)

RJ Reynolds urges Twentieth Century Fox not to feature their RJ Reynolds brands in True Lies, starring Arnold Schwarzenegger.

<http://legacy.library.ucsf.edu/tid/udf92d00>

Philip Morris

['Superman II' - The Movie](#) (1979)

Agreement regarding exposure of the Marlboro brand in Superman II.

<http://legacy.library.ucsf.edu/tid/hgt85e00>

[20th Century Fox Licensing](#) (1984)

Proposed agreement between Philip Morris and Twentieth Century Fox regarding placement of cigarettes in major motion pictures.

<http://legacy.library.ucsf.edu/tid/pwg98e00>

[\[Lark\]](#) (1989)

Use of Lark cigarettes as an explosive device in a James Bond movie.

<http://legacy.library.ucsf.edu/tid/ckm68e00>

[Philip Morris Product Placement Guidelines and Procedures](#) (1989)

Guidelines for placing tobacco products in movies.

<http://legacy.library.ucsf.edu/tid/mgn87e00>

[Schedule of Product Placement](#) (1989)

List of movies, products supplied, and product fair market value.

<http://legacy.library.ucsf.edu/tid/edc95e00>

[List by Year of Movies for Which Product Was Supplied In Connection with Charles Pomerantz and Andrew Varela](#) (1989)

Product placement activity by Philip Morris consultants.

<http://legacy.library.ucsf.edu/tid/kez74e00>

[\[It Has Been the Practice of Philip Morris USA Not to Make Such Payments in Connection with the Placement of its Products or Signage\]](#) (1989)

Letter to Congressman Thomas Luken, written on behalf of Hamish Maxwell, Chairman of Philip Morris, regarding inquiry into fees for tobacco product placement in movies.



<http://legacy.library.ucsf.edu/tid/ekn21e00>

[At the Movies: Product Placement and Cigarettes](#) (1989)

Internal fact sheet about product placement and cigarettes in the movies.

<http://legacy.library.ucsf.edu/tid/hlm68e00>

[Cigarette Marketing Code](#) (1993)

Document outlining Philip Morris' commitment to marketing cigarettes responsibly, prohibits paid product placement.

<http://legacy.library.ucsf.edu/tid/uxk14e00>

Brown & Williamson

[Back to Top](#)

[Letter from Senator Magnuson to Secretary of Agriculture Freeman](#) (1966)

Questions federal sponsorship of cigarette commercials.

<http://legacy.library.ucsf.edu/tid/cql04f00>

[Final Report - Movie Commercial Evaluation Project](#) (1970)

Study of audience responses to cigarette commercials in movie theaters.

<http://legacy.library.ucsf.edu/tid/ggo30f00>

[Tramps Celebrity Sampling](#) (1975)

Tactics for getting free Tramps cigarettes to celebrities.

<http://legacy.library.ucsf.edu/tid/ger40f00>

[Personalities to Consider for Viceroy](#) (1976)

List of celebrities to consider for the marketing of Viceroy cigarettes.

<http://legacy.library.ucsf.edu/tid/uzz40f00>

[\[Lucky Lady Promotion\]](#) (1976)

Agreement between Brown & Williamson and Twentieth Century Fox to promote Kool cigarettes using the film Lucky Lady.

<http://legacy.library.ucsf.edu/tid/ugd53f00>

[\[Invoice: Placement of Barclay Cigarettes in Columbia Pictures "Tempest"\]](#) (1981)

Invoice for placement of Barclay billboards in "Tempest."

<http://legacy.library.ucsf.edu/tid/ayb20f00>

[\[Memory Storage and Retrieval\]](#) (1981)

Consumer behavior research study about commercial product placement in movies.

<http://legacy.library.ucsf.edu/tid/jgo30f00>

[\[B&W Commercials in Theaters\]](#) (1981)

Timeline of Brown & Williamson commercials in theaters.

<http://legacy.library.ucsf.edu/tid/jtd33f00>

[\[Audit - Associated Film Promotions Placement\]](#) (1982/E)

Audit Survey of American Film Promotions movie placements for Brown & Williamson.

<http://legacy.library.ucsf.edu/tid/jhb50f00>

[Product Movie Placement](#) (1982/E)

Review of corporate policy on movie placements.

<http://legacy.library.ucsf.edu/tid/ccv04f00>

[\[Sylvester Stallone Film Schedule\]](#) (1983)

List of five Sylvester Stallone films in which Brown & Williamson products were scheduled to appear.

<http://legacy.library.ucsf.edu/tid/kfs93f00>

American Tobacco

[Back to Top](#)

[Unique Product Placement](#) (1982)

Letter outlining logistics of placing American Tobacco products in films.

<http://legacy.library.ucsf.edu/tid/glp15f00>

[Promotional Motion Picture Placements](#) (1983)

Agreement between American Tobacco and a product placement firm to place tobacco products in at least twenty-five major motion pictures.

<http://legacy.library.ucsf.edu/tid/dlp15f00>

[Unique Product Placement](#) (1984)

Lucky Strike t-shirts supplied for personal use of A-Team actor.

<http://legacy.library.ucsf.edu/tid/wfg35f00>

[Unique Product Placement](#) (1984)

Discussion of return of American Tobacco cigarettes used in Paramount feature "Beverly Hills Cop."

<http://legacy.library.ucsf.edu/tid/ilp15f00>

[Exposure in New Line Cinema's Feature "Critters"](#) (1986)

Reports "great exposure" of American Tobacco chewing tobacco in "Critters."

<http://legacy.library.ucsf.edu/tid/aog35f00>

Lorillard

[Back to Top](#)

[\[Twentieth Century Fox Solicits Tobacco Placement\]](#) (1984)

Twentieth Century Fox proposal to dispense with product placement middlemen.

<http://legacy.library.ucsf.edu/tid/lfs20e00>

[\[Lorillard Refuses Twentieth Century Fox Offer\]](#) (1984)

Draft letter refusing Twentieth Century Fox proposal.

<http://legacy.library.ucsf.edu/tid/gis31e00>

[Proposed Sponsorship of the Film 'Eight Men Out'](#) (1987)

Liggett group refuses sponsorship of Eight Men Out.

<http://legacy.library.ucsf.edu/tid/wpy90e00>

<sup>1</sup>Glantz, et al. Back to the Future: Smoking in Movies in 2002 Compared With 1950 Levels. Am. J Public Health 2004;94:261-263. <http://smokefreemovies.ucsf.edu/pdf/Kacirk-BackToTheFuture.pdf> ▶.

<sup>2</sup>Mekenson C, Glantz S. How the tobacco industry built its relationship with Hollywood. Tobacco Control 2002;11:i81-i91. [http://tobaccocontrol.bmj.com/cgi/content/full/11/suppl\\_1/i81](http://tobaccocontrol.bmj.com/cgi/content/full/11/suppl_1/i81) ▶.

## Secret Documents

- [Legacy Tobacco Documents Library at the University of California, San Francisco](#)
- [Selected documents on smoking in the movies](#)
- [Web archives the State Attorneys General forced the tobacco industry to maintain](#)
- [Hints on searching tobacco document archives](#)
- [University of California, San Francisco Tobacco Control Archive](#)
- [U.S. Centers for Disease Control](#)
- [Tobacco Documents Online](#)

Articles and news bites about smoking in movies, most recent first. Clicking the title will open a new window with full text or take you to the web site where the article is posted. Broken link? [Tell us](#).

- [Smokes in films fire up critics: State tax money funds anti-smoking campaigns, movies that encourage young people to light up](#), by James. Odatto, *Albany Times Union*, August 29, 2011.
- [Films that 'encourage smoking' claim \\$338m in UK tax credits: Imperial College team says government is 'seriously undermining' anti-tobacco campaign](#), by Jamie Doward, *The Guardian*, August 27, 2011.
- [UCSF: Films subsidized by state promote smoking](#), by Victoria Colliver, *San Francisco Chronicle*, August 24, 2011.
- [Cut it out: Smoking scenes in movies DO encourage youngsters to light up](#), by Ted Thornhill, *Daily Mail*, August 24, 2011.
- ["When humans fight back" \(film review\)](#), by David Edelstein, *New York Magazine*, July 29, 2011.
- [Movie industry hasn't stopped smoking, but it has cut back a lot](#), by Patrick Wall, *Christian Science Monitor*, July 15, 2011.
- [CDC: Movies Reduce Onscreen Smoking](#) by Althea Fung, *National Journal*, July 15, 2011.
- [On-screen smoking in youth movies sharply declines](#), by David Beasley, Reuters, July 15, 2011.
- [Movies companies snuff on-screen smoking](#), by Mike Stobbe, *Associated Press* (as published in *Washington Post*), July 15, 2011.
- [73% in Ontario, Canada, want kid-rated films smokefree](#) (poll). Ipsos Reid. May 31, 2011
- [Smokey "Rango" leaves bad taste \(editorial\)](#) by *USA Today*, March 17, 2011.
- [Rango's smoke draws fire](#), by Wenn.com, *Toronto Sun*, March 11, 2011.
- ["Billy did you see that new movie Rango yet?"](#) (editorial cartoon), by Gary Markstein, *Milwaukee Journal Sentinel*, March 8, 2011.
- [Rango Smokes the Box Office And For Some, That's a Problem](#) , by Katherine Hobson, *Wall Street Journal* (blog), March 7, 2011.
- [PG-rated 'Rango' has anti-smoking advocates fuming](#), by Rita Rubin, *USA Today*, March 7, 2011.
- [You get red ink with that popcorn](#), by Dan Morain, *Sacramento Bee*, December 12, 2010.
- [Don't show any butts in PG-13](#) (editorial), by *Boston Globe*, August 28, 2010.
- [Fighting against smoking in the movies: Activist pushes campaign to stop Hollywood showcasing deadly habit](#), by Claudia Kalb, *Newsweek*, August 20, 2010.
- [Smoking still too common in movies, CDC says](#), *Reuters*, August 19, 2010.
- ["Step forward" in limiting smoking scenes in films](#), by Michael Cieply, *New York Times*, August 19, 2010.
- [Top movies show less smoking, tobacco use](#), *Associated Press*, August 19, 2010.
- [Lighten up on movies that contain smoking \(editorial\)](#), *Sanford (North Carolina) Herald*, February 28, 2010.
- ['Nine' gets a Hackademy Award despite not smoking at the box office](#), by Jeannine Stein, *Los Angeles Times*, February 27, 2010.
- [Where there's smoke, there's ire](#), by Scott James, *New York Times*, February 19, 2010.
- [Power of the cinema is leading young people to smoke](#) by Crystal Bruce, *Sarasota Herald Tribune*, February 4, 2010.

- [Movies: Where There's Smoking, there's Ire](#), by David Edelstein, *CBS Sunday Morning*, January 24, 2010.
- [This article is not yet rated](#), by A.O. Scott, *New York Times*, January 24, 2010.
- [Smoking in Movies: How Does It Affect the Young?](#) (letters to editor), *New York Times*, January 16, 2010.
- [More money, more problems: 'Avatar' success fuels critics](#), *The Economic Times* (India), January 14, 2010.
- Smoking in the Movies (radio debate with Stanton Glantz and Katherine Monk), *Q on CBC Radio One*, January 13, 2010. ([MP3 podcast](#))
- [The Libertarian Smokescreen](#), by David Edelstein (The Projectionist), *New York Magazine*(blog), January 8, 2010.
- [Avatars Don't Smoke](#) (editorial), by *New York Times*, January 8, 2010.
- [Smoke Screens](#), by Richard Brody, *New Yorker Magazine* (blog), January 7, 2010.
- [Up in Smoke: Give Movies With Tobacco an Automatic "R,"](#) by David Edelstein (The Projectionist), *New York Magazine*, January 10, 2010.
- [Hot Topic: Lighting Up in 'Avatar'](#) (blog), by *New York Times*, January 4, 2010 ([Cameron responds](#))
- ['Avatar' Joins Holiday Movies That Fail an Antismoking Test](#), by Michael Cieply, *New York Times*, January 3, 2010
- [Progress in Stamping Out Smoking Has Stalled](#), *Health Day News*, November 12, 2009.
- [Study Says State Film Subsidies Underwrite Tobacco-Friendly Movies](#), by Brooks Barnes, *New York Times*, November 11, 2009.
- [Smoking in "Land of the Lost" Brings Reprimand to a Studio](#), by Brooks Barnes, *New York Times*, October 18, 2009.
- [Team sports can't compete with films to keep kids from smoking](#), *Forbes*, July 6, 2009.
- [Current comment](#), by The Editors, *America Magazine*, June 22, 2009.
- [Liverpool film producers dismiss calls to give 18 ratings to films showing smoking](#), by Laura Davis, *Liverpool Daily Post*, June 18, 2009.
- [Cigarettes in popular films are target of health groups](#), by Brooks Barnes, *The New York Times*, May 28, 2009.
- [San Mateo County supervisors back restrictions on showing smoking in movies](#), by Shaun Bishop, *Contra Costa Times*, April 2, 2009.
- [Teens protest smoking in youth films](#), by Katie Gibas, *News 10 Now*, Central New York, March 28, 2009.
- [Films with smoking need R rating, protesters say](#), by Francesca Jarosz, *Indy Star*, March 26, 2009.
- [Anti-tobacco campaign must focus on film studios, not stars: US expert](#), by Kounteya Sinha, *The Times of India*, March 18, 2009.
- [State Health Commissioner speaks out after Oscars to end smoking in youth-rated movies: New data supports smoke free movies for kids](#), New York Department of Health, February 23, 2009 (press release)
- [Oscar targets 'Hackademy Awards' in trademark action](#), Breathe California (press release), February 18, 2009
- [Smoking in the movies](#), APHA Newsletter (Alcohol, Tobacco and Other Drugs Section), Winter 2009.
- [Smoked out](#), by Joan Cincotta, *Post-Standard*, December 1, 2008.
- [Cigar smoke wafts into children's movies](#), by Scott Bowles, *USA Today*, November 5, 2008.
- [40 reasons to wish the MPAA ratings system an unhappy 40th birthday](#), by Defamer.com, October 31, 2008.

- [Big tobacco has plenty of history with Hollywood](#), by Reg Wydeven, *Post-Crescent*, October 11, 2008.
- [Tobacco giants paid millions to stars in Hollywood's 'Golden Age'](#), by AFP, September 25, 2008.
- [Hollywood's golden age paid to smoke](#), *UPI*, September 25, 2008
- [Smoking in movies rooted in studio-era deals](#), by Shari Roan, *Los Angeles Times*, September 25, 2008
- [Profit motivated cigarette placement in movies](#), by Karla Gayle, *Reuters*, September 25, 2008
- [Auchende Stars: Inhalieren wie Bogart](#), *Der Spiegel*, September 25, 2008
- [New report lifts smokescreen off Hollywood's golden era](#), by Dan Glaister, *The Guardian*, September 25, 2008.
- [Cigarettes in movies seen to cause teen smoking](#), by Julie Steenhuysen, *Reuters*, August 21, 2008.
- [Govt. Report: Movies really do get teens to smoke largest study to date details influence on teens of smoking in movies and TV](#), *Associated Press*, August 21, 2008.
- [Schwarzenegger: Warn kids about dangers but Hollywood shouldn't snuff out smoking in films](#), by *Associated Press*, July 12, 2008
- [Antismoking announcements for DVDs](#), by Michael Cieply, *New York Times*, July 12, 2008
- [Gov. Schwarzenegger joins entertainment industry foundation and major Hollywood studios to deliver anti-smoking ads on youth-rated films \(press release, video of press conference\)](#), *Business Wire*, July 11, 2008
- [Hollywood studios add anti-smoking PSAs to DVDs](#), *KTLA.com*, July 11, 2008
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- [Entertainment industry foundation unites major studios and State of California for historic anti-smoking campaign](#), (press release), Entertainment Industry Foundation, July 11, 2008
- [Hollywood urges kids to spurn tobacco](#), *Associated Press*, July 11, 2008
- [More movies to include anti-smoking PSAs to protect children's health](#), (press release), American Legacy Foundation, July 11, 2008
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- [Antismoking PSAs to light up DVDs: Five studios agree to use discs to warn kids](#), by Ted Johnson, *Variety*, July 10, 2008
- [Tough action needed to protect children from the allure of smoking, say doctors](#), (press release), British Medical Association, July 6, 2008
- [U.S. battle against teen smoking stalls: CDC](#), by Maggie Fox, *Reuters*, June 26, 2008
- [Hollywood Stogies](#), by Joe Queenan, *Wall Street Journal*, June 21, 2008; Page A9
- [New York State Department of Health urges Hollywood to take immediate action to rid movies our children see of smoking: One-year anniversary highlights movie studios' indifference to children's health](#) (press release), New York State Department of Health, June 16, 2008.
- [Physicians' group furious at cigars in Hulk movie](#), by Brooks Barnes, *New York Times*, June 16, 2008.
- [Anti-smoking advocates warn of encroaching 'Hulk' 'Nemesis 'Emphysema,'](#) by Defamer.com, June 11, 2008.
- [AMA alliance warns parents about smoking in "The Incredible Hulk," other summer blockbusters](#) (press release), American Medical Association Alliance, June 11, 2008.
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- **THE SOLUTION**
- The U.S. film industry can take four simple steps to substantially reduce the impact of adolescent exposure to smoking on screen. None of these steps requires government action. None restricts creative choices. All are voluntary and

transparent. All are based on the published research. Together, they will avert tobacco addiction, disease and death on a massive scale.

- **1. [Rate new smoking movies "R."](#)** Any film that shows or implies tobacco should be rated "R." The only exceptions should be when the presentation of tobacco clearly and unambiguously reflects the dangers and consequences of tobacco use or is necessary to represent the smoking of a real historical figure.
- **Where we are now:** In 2007, the MPAA announced that it would "consider" smoking in film ratings, but has yet to elevate the rating of any film for smoking. Youth-rated films continue to deliver billions of tobacco impressions.
- **2. [Certify no pay-offs.](#)** The producers should post a certificate in the closing credits declaring that nobody on the production received anything of value (cash money, free cigarettes or other gifts, free publicity, interest-free loans or anything else) from anyone in exchange for using or displaying tobacco.
- **Where we are now:** In 2008, Time Warner began including the following language in the end credits of selected films: "No person or entity associated with this film received payment or anything of value, or entered into any agreement, in connection with the depiction of tobacco products."
- **3. [Require strong anti-smoking ads.](#)** Studios and theaters should run a proven-effective anti-smoking ad (not produced by a tobacco company) to run before any film with any tobacco presence, in any distribution channel, regardless of its MPAA rating.
- **Where we are now:** The Weinstein Company and the six major studios now include effective anti-smoking spots from the American Legacy Foundation or State of California on DVDs, but not yet in theaters. The Disney Company and Time Warner include the spots on their R-rated as well as youth-rated DVDs.
- **4. [Stop identifying tobacco brands.](#)** There should be no tobacco brand identification in films nor the presence of tobacco brand imagery (such as billboards) in the background of any movie scene.
- **Where we are now:** There has been no decline in tobacco brand display since 1990.
- **A growing majority supports smokefree movie policies**

In the most recent national poll on smoking and movies, the [Social Climate Survey of Tobacco Control](#) (2006) found:

- 80 percent of U.S. adults agreed that smoking in movies influences teens to smoke.
- 70 percent of adults called for R-ratings in movies that show smoking, unless the film clearly demonstrates the dangers of smoking or it is necessary to represent smoking of a real historical figure.
- Public support for the R-rating increased by more than 10% from previous years.
- Two-thirds of adults agreed that movies should be required to show an anti-smoking advertisement before any film that includes smoking.
- More than 60 percent wanted tobacco branding out of all movie scenes.
- Support for Smoke Free Movie policies has increased over the previous years, especially among smokers.
- **The four Smoke Free Movies policies are endorsed by:**

[World Health Organization](#)

[American Academy of Allergy, Asthma, and Immunology](#)

[American Academy of Pediatrics](#)

[American Heart Association](#)

[American Legacy Foundation](#)

American Lung Association

[American Medical Association](#)  
[American Medical Association Alliance](#)  
[Americans for Nonsmokers Rights](#)  
[American Public Health Association](#)  
 British Columbia Healthy Living Alliance  
[California School Nurses Association](#)  
[Canadian Cancer Society](#)  
[Campaign for Tobacco-Free Kids](#)  
 European Network for Smoking and Tobacco Prevention  
 Los Angeles Department of Health Services  
[National Network on Tobacco Prevention and Poverty](#)  
 New York State Department of Health  
 New York State PTA  
[Oklahoma State PTA](#)  
 Ontario Lung Association  
[Society for Adolescent Medicine](#)  
[US Centers for Disease Control and Prevention](#)  
 US Public Interest Research Group, and others.

## Who's Who



Corrupt or myopic, many people in the film industry have collaborated on getting tobacco into 75% of U.S. movies since 1999. Now that we know the deadly effect this exposure has on our kids, it's time for the film community to adopt reasonable, effective solutions. Silence is no longer an option. The players:

- **Studios** promote and distribute films. Once fiercely independent principalities, major studios are now owned by giant media conglomerates. If studios simply announced they would not distribute kid-rated movies with smoking, this problem would be solved tomorrow. Here are their scorecards on tobacco.
- **Motion Picture Association of America** (MPAA) is Hollywood's lobbying arm. Its job is to help the industry make as much money with as few restrictions as possible. The MPAA also runs the rating system. It could protect hundreds of thousands of kids by rating new movies with smoking "R." Why won't it?
- **Producers** finance and package films. If they think smoking or other tobacco promotion makes it easier to raise money or sell the film, they will encourage it. If they think it makes their lives harder (for example, if it gives the movie an "R") they will discourage it. Think they need motivation? Check out these track records.
- **Directors** supervise the actual making of the film. They decide exactly what is shown and done on screen. Unless, that is, the studio gets involved. These directors delivered the most tobacco impressions to U.S. theater audiences in recent years. Why? Since

2004, more than [twenty other directors](#) have kept their multiple projects smokefree.

- **Screenwriters** adapt or originate the script that tells the movie's story, but most have no power to protect their screenplays from being changed. However, many writers with the most smoking characters since 2004 seem to be very much in charge: they produced or directed the film, too.
- **Editors** take all of the footage shot by the director and assemble the final film, frame by frame. Smoking, particularly images of stars smoking specific brands, cannot appear on screen unless the editor selects the precise shot. Here are world-class editors who recently had to make those choices.
- **Actors** smoke in a scene because the director invites or tells them to. Top stars may confuse their addictions with their gifts and think the smoking is their idea. Supporting actors, on the other hand, are just trying to do their jobs and get the next one. Here are the thirty actors most likely to be seen smoking on screen since 2004.
- **Property Masters** are mentioned along with actors, directors and producers in tobacco industry documents about product placement in the recent past. Do they have the influence tobacco companies assume they do? If so, they can exert it to keep tobacco branding off the set. A list of Hollywood's top tobacco brand wranglers.