

IN
THE COUNCIL OF THE CITY OF BINGHAMTON
STATE OF NEW YORK

Dated: May 3, 2004

WHEREAS, according to Reality Check Broome County, youth from across New York State have written over 200,000 letters to the Motion Picture Association, Director's Guild of America, and Hollywood actors/actresses asking them to keep youth rated films tobacco free;* and

WHEREAS Reality Check is involved in a national partnership to promote corporate responsibility among America's movie studios;* and

WHEREAS, according to Reality Check Broome County, the World Health Organization, American Medical Association, American Academy of Pediatrics, American Legacy Foundation, American Academy of Allergy, Asthma, and Immunology, Society for Adolescent Medicine and others – including the Los Angeles Department of Health Services, US Public Interest Research Group and Interfaith Center for corporate Responsibility – support the elimination of tobacco use for youth rated films;* and

WHEREAS, according to Reality Check Broome County, twenty-seven state Attorneys General, including the Honorable Eliot Spitzer, have written the Motion Picture Association of America urging Hollywood to play an active role in reducing the number of children who smoke because of tobacco use in the movies;* and

WHEREAS Reality Check, a statewide youth-led and adult supported movement out to expose the truth about tobacco and the manipulative marketing practices of the tobacco industry, is involved in an initiative to educate the public about the impact of tobacco use in movies and to eliminate the use of movies as promotional tools for tobacco companies through four simple voluntary actions by the motion picture industry:

1. No Tobacco in Youth Rated Films

No new films which is rated G, PG, or PG-13 should depict or imply any tobacco products, brand names of tobacco, or tobacco use

2. Certify No Pay-Offs

The producers should post a certificate in the credits at the end of the movie declaring that no one involved with production of the movie received anything of value (cash, free cigarettes or other gifts, free publicity, interest free loans or any other item of value) from anyone on exchange for using or using or displaying tobacco in the movie

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Sponsored by Councilmember(s): Sanfilippo, Collins, Russo, Massar, Weslar, Harding, Papastrat,
Kramer, Cordisco

Introduced by Committee(s) on: Municipal and Public Affairs

RESOLUTION

Entitled

**A RESOLUTION TO SUPPORT THE REALITY CHECK
YOUTH ACTION PROJECT: *HOLLYWOOD AND
TOBACCO: REALITY CHECK STRIKES AGAINST YOU.***

WHEREAS, according to Reality Check Broome County, tobacco is responsible for more deaths every day in the United States than AIDS, murder, suicide, car crashes, and illicit drug use;* and

WHEREAS, according to Reality Check Broome County, youth ages 12 – 20 are one-sixth of the population, but buy more than a quarter of all movie tickets;* and

WHEREAS, according to Reality Check Broome County, half of the tobacco shots in the top ten grossing movies released from May 2002 to May 2003 were in youth-accessible and youth-marketed G, PG, and PG-13 films;* and

WHEREAS, according to Reality Check Broome County, 80 percent of the ten highest-grossing PG-13 movies and videos released in 1996-1997 and 1999-2000 featured smoking; and 85 percent of the twenty-five top grossing Hollywood films from 1988-1997 dramatized the use of tobacco, the highest rate in half a century;* and

WHEREAS, according to Reality Check Broome County, research by the Dartmouth Medical School indicated that tobacco use in movies is responsible for recruiting over 50 percent of all new adolescent smokers;* and

WHEREAS, according to Reality Check Broome County, every day 1,070 teens will light up their first cigarettes because of smoking in the movies – and 340 of them will die prematurely as a result;* and

WHEREAS, according to Reality Check Broome County, the 1998 Master Settlement Agreement was intended to prohibit tobacco companies from marketing their products to youth – including the use of movies as means of marketing;* and

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3. **Require Strong Anti-Tobacco Ads**

Studios and theaters should require a genuinely strong anti-tobacco ad (not one produced by a tobacco company) to run before any film with any tobacco presence, regardless of its MPAA rating.

4. **Stop Identifying Tobacco Brands**

There should be no tobacco brand identification nor the presence of tobacco brand imagery (such as billboards) in the background of any movie scene.

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Binghamton:
Endorses the four objectives of the Reality Check Hollywood & Tobacco: Reality Check Strikes Again! Tobacco Free Movie Initiative; and be it

FURTHER RESOLVED that this resolution shall be transmitted to the Motion Picture Association of America; to major motion picture studios and their parent corporations including Warner Bros., owned by Time Warner; Disney and Miramax, owned by The Walt Disney Company; and Columbia Pictures, owned by Sony Corporation of America; the National Association of Theater Owners; New York State Attorney General Eliot Spitzer; New York State Health Department Commissioner Antonia Novello; United States Senators Charles Schumer and Hillary Clinton, United States Congressman Maurice Hinchey; and Broome County Reality Check.

*All statistical information was provided by Reality Check Broome County. The City of Binghamton is not responsible for the accuracy of the representations made by Reality Check.

I HEREBY CERTIFY the above to be a true copy of
a Resolution adopted by the Council of the City
of Binghamton at a regular meeting May 3, 2004.

5/10/04



City Clerk

