

TOWN OF LISBON
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Highway Superintendent – Timothy Dow
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Town Councilman – Mike Duprey
Town Councilman – C. Roger Shoen
Town Councilman – Thomas Schneller
Town Councilman – Joseph Collins

RESOLUTION # 2 of 2006
RESOLUTION SUPPORTING REALITY CHECK'S FOUR OBJECTIVES
OF THE SMOKE FREE MOVIES CAMPAIGN

WHEREAS, The St. Lawrence County Reality Check is a youth group working together to fight the manipulation brought on by big tobacco companies and the targeting of youth with their marketing, and

WHEREAS, the University of California-San Francisco has mounted an educational and advocacy campaign, Smoke Free Movies, designed to reduce the value of American movies as promotional devices for the tobacco industry through four simple, voluntary actions by the motion picture industry:

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 used or is necessary to represent smoking of a real historical figure;

Certify No Pay-Offs

The producers should post a certificate in the credits at the end of the movie 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;

Required Strong Anti-Smoking Ads

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

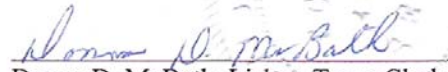
Stop Identifying Tobacco Brands

There should be no tobacco brand identification no the presence of tobacco brand imagery (such as billboards) in the background of any movie scene:

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No, therefore, be it resolved that the Town of Lisbon, New York endorses the four objectives of the Smoke Free Movies campaign.

I hereby certify that this is a true and exact copy of the resolution duly adopted by the Lisbon Town Board on January 11, 2006.


Donna D. McBath, Lisbon Town Clerk

