



**1927** First talking picture released. American Tobacco signs up Hollywood directors and actors to testify that Lucky Strike does not irritate the throat.

**1929** Federal Trade Commission investigates Lucky Strike campaign and orders that ads disclose payments for testimonials. None ever do.

**1931** Studio publicists review and authorize Lucky Strike testimonials drafted by American Tobacco's ad agency, bypassing studios' own ban on star endorsements.

**1937-8** Lucky Strike underwrites national ad campaigns for 35 big-budget movies released by MGM, RKO, Paramount and Warner Bros. Other tobacco firms launch in-theater "commercials." \$3.2 million (2008 equiv.) tobacco endorsement payroll includes Clark Gable, Spencer Tracy, Joan Crawford, Myrna Loy, Carole Lombard and Barbara Stanwyck.

**1944** Rather than hire studio talent directly for cigarette promos, which might trigger FTC attention, American Tobacco gives comedian-producer Jack Benny a \$7.2 million (2008 equiv.) "Special Exploitation Fund" to use "at his sole discretion."

**1946** With American, Lorillard and Reynolds under FTC investigation, Liggett & Myers launches Hollywood campaign plugging Paramount, Fox, Warner Bros. and Columbia — outspending the studios' own national ad budgets in the process. (More information about tobacco collaborations in Studio Era)

**1951-1969** As film studios lose their contractual hold on talent, tobacco firms shift from radio and print into TV, develop network shows with Hollywood production companies.

**1970** Cigarette commercials banned from airwaves.

**1978-88** Philip Morris contracts with product placement specialists to supply PM brands and "fees" to at least 130 Hollywood film productions. (Selected industry documents about smoking in movies)

**1979-84** Brown & Williamson contracts with a placement agency for an annual \$120,000 retainer plus hundreds of thousands more for actual placement deals.

**1980-91** RJ Reynolds pays its placement agency up to \$200,000 a year, plus expenses. In 1990, with Congress scrutinizing US placement, Reynolds offers its agency's UK affiliate a bounty for every European film showing a Reynolds brand.

**1984-94** American Tobacco pays its firm upwards of \$965,000 to deliver product, signage and "incentives" to hundreds of Hollywood productions. (More information about placement programs in 1970s, 1980s and 1990s)

**1988** For \$350,000, James Bond's License to Kill becomes the centerpiece of a major Philip Morris campaign to open the Japanese market; includes a Lark pack rigged to set off a bomb. With U.S. Congress exposing tobacco placement deals, Universal adds Surgeon General warning to this film's closing credits, notes that smoking in film is not intended to encourage anyone to smoke.

**1989** After appeals from AMA and others who cite such examples as Marlboro placement in Superman II and a five-picture deal with Sylvester Stallone, Rep. Thomas Luken (D-Ohio) launches an inquiry into product placement by tobacco companies and attempts to tighten FTC reporting requirements. Tobacco Institute denies companies pay for placement.

**1990** Tobacco companies' voluntary Cigarette Advertising and Promotion Code amended to say: "No payment shall be made...for the placement of any cigarette, cigarette package or cigarette advertisement as a prop..."

**1991** At least twelve mainstream Hollywood films display tobacco brands; fifteen years later, 26 films showed brands. Between 1990 and 2008, 38% of all films showing brands were youth-rated, a ratio identical to that observed when paid placements were documented in 1980s. Two-thirds of all brands shown are Philip Morris (Altria) brands. (More information about recent brand display)

**1998** Master Settlement Agreement between state Attorneys General and domestic cigarette companies make it a violation to pay to place tobacco products in media accessible to young people. Cigar companies (some later

**SMOKE FREE MOVIES  
POLICY SOLUTIONS  
ARE ENDORSED BY:**

- World Health Organization**
- American Medical Association**
- AMA Alliance**
- American Academy of Pediatrics**
- American Legacy Foundation**
- American Heart Association**
- American Lung Association**
- American Public Health Association**
- Americans for Nonsmokers Rights**
- Center for Tobacco-Free Kids**
- Society for Adolescent Medicine**
- L.A. Dept. of Health Services**
- N.Y. State Dept. of Health**
- AND MORE...**

acquired by cigarette giants) are not covered; neither are cigarette companies' non-US siblings and parent companies. No film industry entity is party to the MSA.

**2002** After declining in the 1950s and 1960s, when the tobacco industry turned to television, branded and unbranded tobacco incidence per hour in top-grossing films resurged in the 1990s and, by 2002, once again matches 1950 high point. Smoke Free Movies campaign launched.

**2003** World Health Organization endorses SFM policy goals, declares fashion and film the targets of 2003 World No-Tobacco Day. State Attorneys General write studios, citing "mounting scientific proof that young people who watch smoking in movies are more likely to begin smoking."

**2004** New York State-funded Reality Check publishes *Where There's Smoke*, a youth movement action guide to smoking movies. Senate Commerce Committee holds hearing on movie smoking; Hollywood trade group rejects R-rating policy, advocates industry "education." The Walt Disney Company announces it intends to keep tobacco out of its Disney-labeled (G/PG-rated) films; but makes no binding pledge on its PG-13 films, seen by adolescents.

**2005** Just before Academy Awards, Los Angeles County Dept. of Health Services rolls mobile billboards up to film studio gates. Message: "The whole world is watching." Health Director Jonathan Fielding, MD, holds press conference to ask film industry to adopt four SFM policies. State Attorneys General ask studios to add anti-tobacco ads to all new DVDs with smoking.

**2006** The Weinstein Company agrees to include American Legacy Foundation anti-smoking truth® spots on its DVDs. Under pressure to reply to AGs, major studio trade group Motion Picture Association of America (MPAA) commissions Harvard School of Public Health consultants to look at movie smoking and provide recommendations.

American Legacy Foundation, American Medical Association, New York State Department of Health, and Smokefree Movies Action Network release *Screen Out*, a parents' guide to smoking and movies. News Corp.'s Fox film unit begins an unpublicized move toward limiting smoking in its G, PG, PG-13 films.

**2007** Harvard team calls for Hollywood to "take substantive and effective action to eliminate the depiction of tobacco smoking from movies accessible to children and youths."

AGs write studios: "Each time a member of the [film] industry releases another movie that depicts smoking, it

does so with the full knowledge of the harm it will bring to children who watch it."

The MPAA announces that its rating system will "consider" smoking and "may" up-rate films with smoking. Program is criticized as inadequate by health community and U.S. Senators Durbin, Kennedy and Lautenberg. Over next two years, the MPAA does not up-rate a single film for smoking. It adds "smoking" descriptor to a few youth-rated films given limited release, leaving most wide-release films from major studios unlabeled. (More information about MPAA rating practices)

After House Subcommittee hearing on the issue, Disney renews pledge to keep smoking out of Disney-labeled movies, accepts anti-smoking PSAs on its DVDs, and declares support for anti-smoking PSAs in theaters. Time Warner adds anti-tobacco PSAs on its DVDs with smoking. Universal (GE) publishes limited corporate policy on movie smoking.

UK ASH joins ASH New Zealand, the European Network for Smoking Prevention (ENSP), Alliance contre tabac (France), Human Development Network (Brazil) and other overseas groups to support adult rating of smoking in future films.

**2008** New York State Commissioner of Health Richard Daines, MD, writes media companies, urging full implementation of the four SFM policies; launches extensive outdoor media blitz in mid-town Manhattan, where media companies are headquartered.

U.S. CDC again cites movie smoking as a factor obstructing decline in youth smoking. Office of Smoking and Health's Terry Pechacek describes tobacco imagery in media popular with youth as "like mercury pollution in fish...You have to take aggressive action to clean that up."

In July, five major studios announce an agreement with the State of California to add anti-smoking PSAs to their youth-rated DVDs with smoking. Disney and Time Warner post PSAs to all DVDs with smoking, regardless of rating.

National Cancer Institute concludes causal relationship exists between exposure to on-screen smoking and youth smoking initiation.

**2009** New York State releases 2008 polling data showing that 77% of adult smokers and 82% of adult non-smokers agree actors should not smoke in films rated G, PG or PG-13. Support among smokers was up 40% since 2003 while support among non-smokers had risen 10%. Results echo 2006 national results reported by the Social Climate Survey of Tobacco Control.