



**SMOKE
FREE
MOVIES**

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FACTS

Despite Big Tobacco's 1989 voluntary ban on paid product placements in movies, and provisions in the 1998 Master Settlement Agreement (MSA) barring such practices, smoking in Hollywood movies has actually increased. U.S. movies are still a powerful channel for promoting the lethal addiction that kills five million people worldwide each year—smokers and non-smokers alike.

On-screen smoking hooks kids on tobacco

- ▶ Careful studies, controlling for such factors as parents' smoking, conclude that teens who have seen the most smoking in movies are three times more likely to smoke. The effect is more than doubled among the children of nonsmoking parents, compared to smokers' kids. Nonsmoking teens whose favorite stars smoke on screen are sixteen times more likely to have positive attitudes toward smoking in the future.
- ▶ Movies account for more than half (52%) of new adolescent smokers. This means smoking scenes in movies are more powerful than conventional cigarette advertising.
- ▶ Every day, 1,070 teens light up their first cigarette because of smoking in the movies—and 340 of them will die early as a result. Net effect: 124,000 premature deaths per year.

Movie smoking has climbed in kid-rated films

- ▶ Half the tobacco shots in the 10 top-grossing movies released from May 2002 - May 2003 were in kid-oriented G, PG and PG13 films. (Two years before, only a fifth of tobacco spots were in kid-rated films.) 82% of PG-13 films included smoking.
- ▶ Eight out of the ten highest-grossing PG13 movies and videos released in 1996-97 and 1999-2000 featured smoking. Tobacco's screen time in those youth-targeted PG13 movies jumped 50% in those years, despite the intervening 1998 Master Settlement Agreement.
- ▶ From 1988-1997, 85% of the 25 top-grossing Hollywood films dramatized the use of tobacco, the highest rate in half a century. A third of films rated for adolescents—and fully one in five children's movies rated G or PG—displayed cigarette brand logos.

Hollywood has a history of tobacco promotion

- ▶ Big Tobacco and Hollywood cultivated mutually beneficial arrangements throughout the 20th century on screen, in advertising and in publicity campaigns. Tobacco industry documents show that Philip Morris launched the modern era of tobacco product placement in 1978. Soon after, Brown & Williamson, RJ Reynolds and American Tobacco also contracted with product placement firms.

Continued ▶

- ▶ Promotional deals documented in tobacco industry files range from the distribution of free brand-name cigarettes to a long list of Hollywood figures as well as specific productions, to exclusive product placement fees as high as \$350,000 per picture (Larks in the 1988 James Bond film *License to Kill*) and a \$500,000 multi-picture deal with Sylvester Stallone (1983). The practice sparked Congressional hearings in 1989-90 and an FTC inquiry in 1990.

Agreements haven't stopped the rise in movie smoking

- ▶ Under Congressional pressure, in 1990 the tobacco industry formally modified its voluntary Cigarette Advertising and Promotion Code to prohibit paid product placement, but continued to supply its products to filmmakers. After slowly falling for decades, smoking in the movies climbed rapidly after that time.
- ▶ In 1999, the FTC reported that the cigar industry's spending on "celebrity endorsements, and appearances, and payment for product placement in movies and television more than doubled between 1996 and 1997." The Cigar Manufacturers' Association adopted a voluntary policy discouraging, but not prohibiting, paid product placement in 1998.
- ▶ Section III, subsection (e) of the 1998 Master Settlement Agreement between the tobacco companies and 46 state Attorneys General states: "No Participating Manufacturer may...make or cause to be made, any payment or other consideration to any other person or entity to use, display, make reference to or use as a prop any Tobacco Product, Tobacco Product package, advertisement for a Tobacco Product or any other item bearing a Brand Name in any motion picture, television show, theatrical performance or other live performance..."
- ▶ In 2005, movies averaged 12 smoking incidents per hour, compared to 5.9 in 1990.
- ▶ Smoking in television ads for movies is widespread, particularly if there is a specific brand displayed in the movies. Ten movies in theaters between December 2001 - August 2002 had a brand presence in the movie *and* showed smoking in the trailer. TV advertisements for these movies reached 93% of all 12-17 year-olds in the U.S., with a total of 137 million ad impressions. 81% of 12-17 year-olds saw at least one of these trailers three or more times.

Movie depictions look like product placement

- ▶ Depiction of tobacco in movies today promotes the same themes as tobacco advertising: rebellion, independence, sexiness, wealth, power and celebration. While some in Hollywood defend depictions of smoking as reflecting reality, most on-screen appearances have been in the hands of upscale characters, whereas smoking in real life is concentrated among those with lower status. The smoking rate among leading characters on screen is about 300% greater than among comparable people in real life. And just like the conditions imposed by paid product placement contracts from the 1980s, negative depictions of tobacco are as rare as showing brands from competing companies in the same film.

For more information

Visit www.smokefreemovies.ucsf.edu. Smoke Free Movies is a project of Stanton Glantz, PhD, at the University of California, San Francisco, with support from the Robert Wood Johnson Foundation and the Richard and Rhoda Goldman Fund.

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