

Why have the major studios made Dan Glickman's job impossible?

Dan Glickman, the new president of the Motion Picture Association of America (MPAA), is paid the big bucks because he has a big problem.

The headhunters probably told him that digital piracy is the film industry's #1 issue.

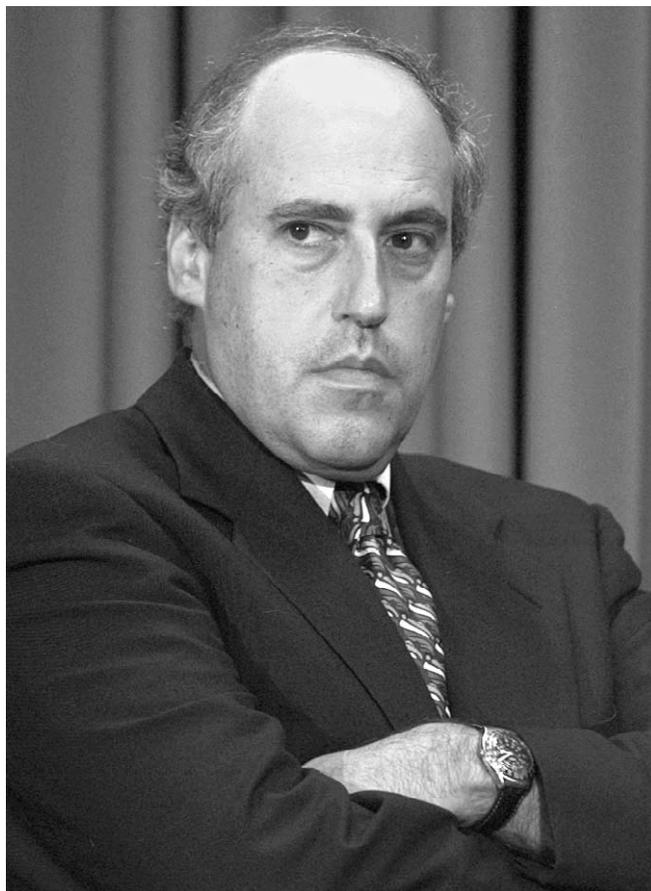
They never mentioned the #1 issue for young people, parents, the nation's health professionals, state Attorneys General, and the *same U.S. Senate committee dealing with digital piracy.*

It's the fact that smoking in Hollywood movies recruits half of all new young smokers. It's more powerful than traditional tobacco advertising, more influential than non-smoking parents.

THE R-RATED SOLUTION.

Why do America's leading health organizations urge that smoking on screen be rated R? Research finds that the more smoking kids see in movies, the more likely they'll smoke.

This "dose-response" means that keeping tobacco imagery out of G, PG and PG-13 films, cutting kids' exposure in half, will also cut their addiction, disease and death rates in half.



The MPAA wants Congress to block Internet piracy. Congress wants the MPAA to get smoking out of kid-rated movies. Why won't the studios let the MPAA's new president work it out?

BUT...WHO'S IN CHARGE?

Dan Glickman is now saddled with the problem of on-screen smoking, yet the studios have left retired MPAA president Jack Valenti in charge of the ratings. Mr. Valenti has refused to consider an R rating for smoking.

Whether splitting the MPAA president's power is designed to insulate Mr. Glickman from demand for rating reform or to

comfort Mr. Valenti, the studios running the MPAA have effectively ruled out the best answer.

NOTHING TO WORK WITH.

As a result, Mr. Glickman has nothing to offer the public. He'll be lobbying Congress to protect studios' profits while the studios refuse to protect America's kids.

Aside from any legal liability, recruiting new young smokers is a *political* liability for Hollywood. Big Tobacco once spent millions to put smoking on screen. If favors are still traded, that's corrupt. If the studios are delivering 390,000 new tobacco customers for free, it's stupid.

Especially if it jeopardizes the film industry's multibillion dollar agenda on Capitol Hill.

MAKE THIS GO AWAY.

The studios can solve all this quickly and easily. Simply instruct the MPAA to take lethal tobacco imagery as seriously as offensive but harmless four-letter words.

Making money off kids while delivering them to Big Tobacco? It's time to do things differently, Mr. Glickman. If they let you.

Advise Dan Glickman at SmokeFreeMovies.ucsf.edu



**SMOKE
FREE
MOVIES**

The R-rating and other Smoke Free Movie proposals are endorsed by the World Health Organization, the American Medical Association, the American Academy of Pediatrics, American Heart Association, American Lung Association, American Legacy Foundation, the Society for Adolescent Medicine, L.A. County Department of Health Services, and other public health authorities. A project of the UCSF Center for Tobacco Control Research and Education. To join the campaign, visit our website or write us: Smoke Free Movies, UCSF School of Medicine, San Francisco, CA 94143-1590.