



October 19, 2005

Stanton Glantz, Ph.D.  
Professor of Medicine  
University of California-San Francisco  
530 Parnassus  
Suite 366, Box 1390  
San Francisco, California 94103-0130

Dear Dr. Glantz:

The increase in tobacco use in movies poses a serious public health concern. Ideally, this problem would be solved through a cooperative effort between those involved in the movie industry and the public health community. We have believed and continue to hope that the Motion Picture Association of America (MPAA) would work with us and others concerned about this problem on solutions that address this issue in ways that are sensitive to the movie industry's needs. Some in the movie industry on their own have taken steps to curtail tobacco use in movies and they deserve public recognition and support. We applaud their efforts and encourage others to do so as well.

However, we have also concluded that more must be done now. The Campaign for Tobacco-Free Kids calls on the movie industry to take the following four significant steps on its own to reduce tobacco use in movies, consistent with the **Smoke Free Movies'** policy goals:

**1. "R" Rating for All New Movies with Smoking**

Any film that shows or implies tobacco use should be rated "R." The only exceptions should be when the presentation of tobacco clearly and unambiguously reflects the dangers and consequences of tobacco use or is necessary to represent the smoking of a real historical figure.

**2. Certify No Pay Offs**

The producers should post a certificate in the closing credits declaring that nobody on the production received anything of value (monetary payment, free cigarettes or other gifts, free publicity, interest-free loans or anything else) from anyone in exchange for using or displaying tobacco.

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### **3. Require 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, in any distribution channel, regardless of its MPAA rating.

### **4. Stop Identifying 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.

Sincerely,

A handwritten signature in black ink that reads "Matthew L. Myers". The signature is written in a cursive, flowing style.

Matthew L. Myers  
President