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Steven A. Schroeder, M.D.
Distinguished Professor of Health and Health Care Director, Center for Health Professions Leadership on Tobacco Cessation Department of Medicine University of California, San Francisco
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Cheryl G. Heaton, Dr.P.H.
President & CEO

Stanton A. Glantz, PhD
Director, SmokeFreeMovies
Professor of Medicine
University of California
San Francisco, CA 94143-1390

Dear Dr. Glantz:

We need to clearly understand the important role Hollywood plays in glamorizing tobacco and we must sensitize those who are in positions to help us implement policy changes to reduce the effectiveness of movies in promoting tobacco worldwide.

One of my favorite movies, *Cinema Paradiso*, depicts a small town in Italy where the local priest views each movie with the town projectionist excising those sections depicting kissing, so his fellow townspeople will be spared observing sin. As a result, a young boy grows up living off the pleasures of the cutting room floor and himself becomes a famous filmmaker.

I too have an intense dislike for any form of censorship. Indeed, as President of the American Legacy Foundation -- a foundation currently embroiled in litigation which will determine whether the tobacco industry can censor our public education campaigns -- I have first hand knowledge of the price we as a society will pay if we bow to the "thought police."

But our focus today is not on censorship, it is about social responsibility - the critical importance of people of good will coming together to fashion a voluntary solution to the current situation in which young people are bombarded with tobacco imagery and brand presence in films, to a situation in which a reasonable set of basic principles are established and adhered to - because it is the right thing to do and will save countless lives.

For these reasons, and based on our own research on this problem, the American Legacy Foundation Board voted to endorse the four "Smoke Free Movies" principles adopted by the World Health Organization and other key groups.

They are:

1. Certify No Pay-offs
2. Require Strong Anti-Smoking Ads
3. Stop Identifying Tobacco Brands
4. Rate Smoking Movies "R"

I would add to the list one more principle -- to eliminate the practice of portraying smoking in aired movie trailers. In my mind, such airings - given the context of an ad with popular movie stars - constitute de facto tobacco advertising.

We at Legacy are doing our part to address the problem by working with a historic Washington-DC based community theater, *The Avalon*, to create a demonstration project through which these principles can be realized - at least those we can control - like airing an anti-smoking trailer or PSA before all movies with smoking imagery.

All of the proposed principles and the new one, I believe, must be added to stop de facto advertising and are in keeping with the spirit of the Master Settlement Agreement.

Sincerely,



Cheryl G. Heaton, Dr.P.H.
President & CEO