

# A PG-rated film with smoking in almost every frame? *No problem.*

**E**DWARD R. MURROW SMOKED. So did many (but hardly all) of the rest of the crew who helped make broadcast journalism respectable, indeed essential, half a century ago.

Therefore, it's only natural, and biographically accurate, for "Good Night, and Good Luck" (PG: Warner Independent) to show Murrow and some others smoking in scene after hazy scene.

That's not just our opinion.

It's part of the proposal to R-rate smoking in future films, endorsed by leading health organizations, that an exception should be made when films *accurately represent the smoking behavior of an actual historical figure.*



WHAT'S SO FUNNY? Smoking in kid-rated movies like *Starsky & Hutch* and *Men in Black II* has climbed since product placement was barred in 1998. Of the 390,000 new young smokers Hollywood will recruit this year, tobacco will ultimately kill 120,000.



EDWARD R. MURROW, a smoker, died of lung cancer in 1965 at age 57. Murrow's older brother, a smoker and decorated Air Force brigadier general, also contracted lung cancer and died in 1966.

Respect for truth clearly inspired this film production. The movie is an acute reminder that abuses of power must always be challenged.

As journalists have discovered, the tobacco industry routinely abused its advertising power to spike stories about the health effects of smoking, long after the U.S. Surgeon General's 1964 report linked tobacco with lung cancer.

The tobacco industry has also attempted to distort and corrupt the scientific process



THERE OUGHT TO BE an R-rating exception for portrayals of real smokers. And there is.

and has used lawsuits to discourage academic research into its practices.

The record shows that the tobacco industry misled Congress about its activities in Hollywood—and apparently failed to file accurate reports about tobacco product placement with the Federal Trade Commission.

Given this lack of candor, we may never know why movie productions

now promote smoking for free, when tobacco companies used to pay them to do it.

But we can still defend young people from tobacco imagery in kid-rated films, a primary recruiter of new young smokers.

Reasonable, effective, voluntary

solutions are available. Every month of delay costs 10,000 more lives.

Who will finally find the courage to do the decent thing?



PETER JENNINGS reported some of the strongest tobacco exposés in network news history. He died of lung cancer this year.

Read the R rating proposal at [SmokeFreeMovies.ucsf.edu](http://SmokeFreeMovies.ucsf.edu)



**SMOKE  
FREE  
MOVIES**

The R-rating is endorsed by the World Health Organization, American Medical Association, American Academy of Pediatrics, American Heart Association, American Lung Association, American Legacy Foundation, Campaign for Tobacco-Free Kids, Society for Adolescent Medicine, L.A. County Dept. of Health Services, Oklahoma Parent-Teachers Association, and others. A project of the UCSF Center for Tobacco Control Research and Education. To explore this and other proposals, visit our web site or write: Smoke Free Movies, UCSF School of Medicine, San Francisco, CA 94145-1390.