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[Support Smoke Free Movies.]

Resolution supporting smoke free movies.

WHEREAS, tobacco use is the number one preventable cause of death and disability; and,

WHEREAS youth ages 12-20 are one-sixth of the population but buy more than a quarter of all movie tickets; and,

WHEREAS half the tobacco shots in the ten top-grossing movies released from May 2002 to May 2003 were in youth-accessible and youth-marketed G, PG and PG 13 films; and,

WHEREAS 80 percent of all U.S. live action PG-13 movies and 50% of G/PG movies 1999- 2003 featured tobacco; and 85 percent of the twenty-five top grossing Hollywood films from 1988 to 1997 dramatized the use of tobacco, the highest rate in half a century; and,

WHEREAS exposure to smoking in movies recruits more than half (52%) of new adolescent smokers; and,

WHEREAS every day 1,070 teens light up their first cigarettes because of smoking in the movies – and 340 of them will die prematurely as a result; and,

WHEREAS the tobacco industry has a long, documented history of encouraging smoking in movies and lying about it; and,

WHEREAS the 1999 Federal Trade Commission report documented that cigar industry spending on “celebrity endorsement, and appearances, and payment for produce placement in movies and television more than doubled between 1996 and 1997; and,

WHEREAS smoking in television ads for movies, significantly greater in ads for movies that show a particular tobacco brand, reach the vast majority of children and adolescents; and,

1 WHEREAS the World Health Organization, American Medical Association, American
2 Academy of Pediatrics, American Legacy Foundation, American Heart Association, American
3 Lung Association, American Academy of Allergy, Asthma, and Immunology, Society for
4 Adolescent Medicine and others – including the Los Angeles Department of Health Services,
5 US Public Interest Research Group and Interfaith Center for Corporate Responsibility — have
6 endorsed the smokefree movies solution; and,

7 WHEREAS twenty-seven state Attorneys General have written the Motion Picture
8 Association of America urging Hollywood to play an active role in reducing the number of
9 children who smoke because of smoking in the movies; and,

10 WHEREAS the University of California San Francisco has been running an educational
11 and advocacy campaign, Smoke Free Movies, designed to reduce the value of American
12 movies as promotional devices for the tobacco industry through four simple, voluntary actions
13 by the motion picture industry:

14 **Rate New Smoking Movies "R":** Any film that shows or implies tobacco should be
15 rated "R." The only exceptions should be when the presentation of tobacco clearly and
16 unambiguously reflects the dangers and consequences of tobacco use or is necessary to
17 represent smoking of a real historical figure.

18 **Certify No Pay-Offs:** The producers should post a certificate in the credits at the end
19 of the movie declaring that nobody on the production received anything of value (cash money,
20 free cigarettes or other gifts, free publicity, interest-free loans or anything else) from anyone in
21 exchange for using or displaying tobacco.

22 **Require Strong Anti-Smoking Ads:** Studios and theaters should require a genuinely
23 strong anti-smoking ad (not one produced by a tobacco company) to run before any film with
24 any tobacco presence, regardless of its MPAA rating.

25 **Stop Identifying Tobacco Brands:** There should be no tobacco brand identification

1 nor the presence of tobacco brand imagery (such as billboards) in the background of any
2 movie scene; now, therefore, be it

3 RESOLVED, that the City and County of San Francisco Board of Supervisors
4 endorses the four objectives of the Smoke Free Movies campaign; and be it further

5 RESOLVED, that this resolution shall be transmitted to the Motion Picture Association
6 of America; to major motion picture studios and their parent corporations (Warner Bros.,
7 owned by TimeWarner; Disney and Miramax, owned by The Walt Disney Company;
8 DreamWorks SKG; 20th Century Fox, owned by News Corporation; Columbia, owned by
9 Sony Corporation of America; Universal, owned by General Electric; Paramount, owned by
10 Viacom; MGM, controlled by Tracinda); the state Attorney General; our U.S. Senators and
11 Congressional Representatives; and the University of California-San Francisco Smoke Free
12 Movies project; and be it further

13 RESOLVED, that the City write theaters in San Francisco urging that they refrain from
14 exhibiting youth-rated (G/PG/PG-13) films that include smoking or other tobacco promotion
15 or, if they do, that they admit patrons under the same terms as if the film were rated "R."
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City and County of San Francisco

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

Tails
Resolution

File Number: 041722

Date Passed:

Resolution supporting smoke free movies.

December 14, 2004 Board of Supervisors — ADOPTED

Ayes: 10 - Ammiano, Daly, Dufty, Elsbernd, Gonzalez, Ma, Maxwell,
McGoldrick, Peskin, Sandoval
Excused: 1 - Alioto-Pier

File No. 041722

I hereby certify that the foregoing Resolution
was ADOPTED on December 14, 2004 by the
Board of Supervisors of the City and County
of San Francisco.


Gloria L. Young
Clerk of the Board

Date Approved

Mayor Gavin Newsom

Date: December 24, 2004

I hereby certify that the foregoing resolution, not being signed by the Mayor within the time limit as set forth in Section 3.103 of the Charter, became effective without his approval in accordance with the provision of said Section 3.103 of the Charter.


Clerk of the Board

File No.
041722