

Now who wants smoking out of *kid-rated movies*? The kind of shareholders who kept investment out of *apartheid South Africa*.

Members of the Interfaith Center on Corporate Responsibility, including five major health systems voting millions in Disney shares, join leading U.S. health groups calling on the media giants to keep smoking out of future films rated G, PG and PG-13.

Yes, ICCR members speak for faith-based pension funds and endowments. But they're not trying to reduce kids' exposure to smoking on-screen for moralistic reasons.

They're simply responding to the scientific evidence, just as public health professionals, state Attorneys General, U.S. Senators, and tens of thousands of young people worldwide have done.

This evidence shows that the more smoking kids see in movies, the more likely they are to start smoking.

Not only is smoking in movies more influential than nonsmoking parents and more powerful than traditional tobacco advertising, it's now the #1 recruiter of new, young smokers in the United States — 390,000 teens every year.



IS MICKEY TEACHING KIDS TO SMOKE?

In the last 5 years, 88% of Disney's live-action PG-13 films from Touchstone and Miramax included smoking, more than any other studio.

DISNEY
TimeWarner
VIACOM



TWO-THIRDS of the estimated 15.8 billion tobacco impressions delivered by G, PG and PG-13 movies over the past five years came from studios owned by these four media conglomerates. Shareholders start asking questions this fall.

The unique power of movies explains why tobacco companies spent millions to put smoking on screen. Such product placement is now barred by legal agreement. Yet smoking in films is as heavy as it's been since 1950. Why?

TWO POSSIBILITIES, NEITHER REASSURING.

Either moviemakers still take tobacco payoffs, in which case they're corrupt. Or else they replenish Big Tobacco's customer base for free, in which case they're stupid.

Mainstream investors need to wonder about the media companies' liability long term. Just look at the government's RICO case against the tobacco industry. At the very least, America's biggest media brands are risking their reputations.

And what about tobacco-screened funds? Shouldn't they have movie screens, too?

FOUR WAYS TO SOLVE THIS TOMORROW.

Educating the Hollywood studios hasn't worked. Their corporate parents (including non-U.S. Sony/Columbia and News Corp./Fox) must take the lead on company- and industry-wide policies:

1] CERTIFY NO PAYOFFS IN FUTURE SMOKING FILMS. Closing credits should certify that nobody on the production received anything of value from a tobacco company or its agent.

2] RUN STRONG ANTI-TOBACCO ADS IN FRONT OF SMOKING MOVIES. They're proven to immunize audiences.

FIVE MAJOR NON-PROFIT HEALTH CARE SYSTEMS, with more than 100 hospitals nationwide, are among ICCR members filing resolutions with The Disney Company for the Spring 2005 Annual Meeting:

- BON SECOURS HEALTH SYSTEM, Marriottsville, MD
- CATHOLIC HEALTHCARE WEST, San Francisco, CA
- CHRISTUS HEALTH, Houston, TX
- ST. JOSEPH HEALTH SYSTEM, Orange, CA
- TRINITY HEALTH, Detroit, MI

CO-FILERS INCLUDE:

- AS YOU SOW, San Francisco, CA
- BRETHREN BENEFIT TRUST, Elgin, IL
- CATHOLIC EQUITY FUND, Milwaukee, WI
- CONGREGATION OF ST. AGNES, Fond du Lac, WI
- PHILADELPHIA FRANCISCAN SISTERS, Aston, PA
- RACINE DOMINICAN SISTERS, Racine, WI
- SISTERS OF ST. DOMINIC OF SINSINAWA, WI
- SPRINGFIELD DOMINICAN SISTERS, Springfield, IL
- URSULINE SISTERS OF THE EASTERN PROVINCE, Bronx, NY

3] QUIT IDENTIFYING TOBACCO BRANDS. Brand names are unnecessary in the background or in action.

4] RATE NEW SMOKING MOVIES "R." Filmmakers should calibrate smoking imagery, which kills, the same way they now calibrate offensive language, which harms no one. This simple change to the voluntary rating system would cut movie smoking's effect on kids in half, saving 50,000 lives a year in the U.S. alone.



SMOKE FREE MOVIES

Company track records at SmokeFreeMovies.ucsf.edu

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 University of California-San Francisco 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.