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January 19, 2006

Stanton Glantz, Ph.D.
Professor of Medicine
University of California, San Francisco
530 Parnassus
Suite 366, Box 1390
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Dear Dr. Glantz:

One of the goals of Americans for Nonsmokers' Rights is to raise a smokefree generation by educating school-age youth and young adults on issues of smoking prevention and their right to breathe smokefree air. We have made many accomplishments in securing smokefree air and monitoring and exposing tobacco industry manipulation. Now, nearly 40% of the U.S. population is protected by a local or state smokefree workplace, restaurant, or bar law. Research demonstrates that smokefree laws not only protect employees and patrons from a known carcinogen, but they increase quit attempts and may help to prevent smoking initiation.

Despite these smokefree success and curbs on advertising and promotions, the tobacco industry continues to market its product in deceptive ways to recruit new, young smokers. The gratuitous use of smoking and tobacco products in film to reposition smoking as a "glamorous," desirable behavior is appalling.

Therefore, Americans for Nonsmokers' Rights endorses the four principles of Smokefree Movies campaign as follows:

1. "R" rating for all new movies with smoking

Any film that shows or implies tobacco 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 (cash money, free cigarettes or other gifts, free publicity, interest-free loans or anything else) from anyone in exchange for using or displaying tobacco.



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.

I look forward to seeing these changes occur in the very near future.

Sincerely,



Cynthia Hallett, MPH
Executive Director