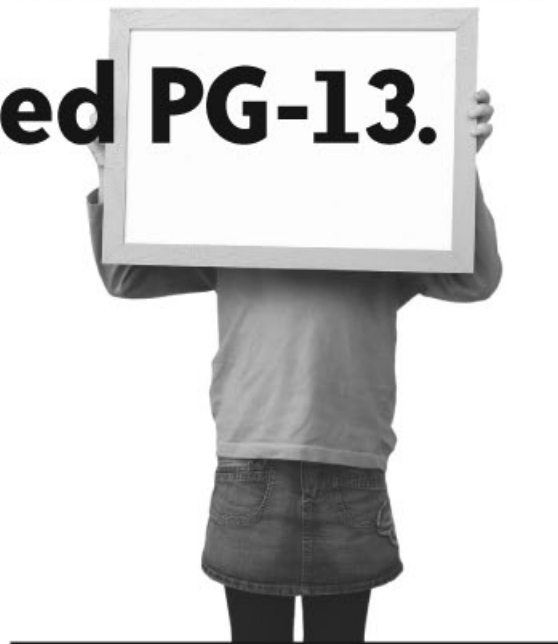


[One in a Series]

Last year, two-thirds of the billions of tobacco impressions that top movies delivered to theater audiences were rated **PG-13.**



Twelve billion tobacco impressions rated PG-13. In 2007, the major studios' trade group, the MPAA, announced it was going to "consider" smoking in ratings. Today, the PG-13 films that adolescents see most often have become the biggest part of the smoking problem.

Parents still have no reliable advance warning. Because the film industry fails to put even a smoking label on most wide-release, kid-rated films with tobacco — let alone the R-rating the public wants.

What are major studios doing instead? Last week, their lobbyists were ripping a loophole in a landmark North Carolina smokefree workplace bill, just to protect tobacco smoking in film productions.

Even with their much larger film sectors, California and New York don't give film productions a free pass on secondhand tobacco smoke. But apparently, the major studios wanted a law that would.

On-screen smoking will cause 120,000 tobacco deaths a year. Why isn't the film industry doing a better job protecting young people? The answer is obvious. It's still too busy pushing tobacco.



See smoking trends at major studios and independents, online.

SmokeFreeMovies.ucsf.edu