

RESOLUTION NO. 82

ENDORSING THE NATIONAL EFFORTS REGARDING SMOKE-FREE MOVIES

Introduced: 2/11/08

By Messrs. Nichols, Gordon and Domalewicz:

WHEREAS, Tobacco use kills 25,000 New Yorkers every year, yet is the leading preventable cause of death in our communities and in New York State alone, the tobacco industry spends \$516 million annually to market its deadly products, and

WHEREAS, Every day, another 4,000 American children start smoking, and another 2,000 become regular, daily smokers and in New York State, the average age at which smokers try their first cigarette is 14 ½, and

WHEREAS, The National PTA, World Health Organization, American Medical Association, American Academy of Pediatrics, American Legacy Foundation, American Academy of Allergy, Asthma, and Immunology, Society for Adolescent Medicine and others – including the Los Angeles Department of Health, US Public Interest Research Group and Interfaith Center for Corporate Responsibility – have endorsed the smoke-free movies resolution which includes:

1. Rate new smoking movies “R”. 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 present 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-tobacco ads. Studios and theaters should require a genuinely strong anti-smoking ad to run before any film with any tobacco presence, in any distribution channel, regardless of its MPAA rating.
4. Stop identifying tobacco brands. There should be no tobacco brand identification nor presence of tobacco brand imagery in the background of any movie scenes, and

WHEREAS, Twenty-seven Attorneys General have written the Motion Picture Association of America urging Hollywood to play an active role in reducing the number of children who smoke because of smoking in the movies, now, therefore be it

RESOLVED, That Albany County endorses the four objectives of the Smoke Free Movies Campaign, and, be it further

RESOLVED, That the Clerk of the County Legislature is directed to forward certified copies of this resolution to the Motion Picture Association of America; to the major motion picture studios and to their parent corporations (Warner Bros., owned by TimeWarner; Disney and Miramax, owned by The Walt Disney Company; Dreamworks LLC; 20th Century Fox, owned by The News Corporation; Columbia and MGM, owned by Sony Corporation of America; Universal, owned by General Electric; Paramount owned by Viacom); and the University of California-San Francisco Smoke Free Movies Project and to the appropriate State and County Officials.

Adopted by voice vote. 2/11/08