

**FIRST LADY HILLARY RODMAN CLINTON
COLUMN FOR PUBLICATION JULY 31, 1997
TALKING IT OVER/CREATORS SYNDICATE**

Not long ago I saw the romantic comedy, *My Best Friend's Wedding*. It had a clever plot, witty lines, and some unusual hijinks. It also featured a prop increasingly favored in Hollywood movies: the cigarette.

In the film Julia Roberts, portraying a beautiful and successful career woman, smokes when she's upset. She smokes when she's tired. She smokes when she's happy. In fact, she seems to smoke throughout the movie.

This portrayal of a modern woman so reliant on cigarettes is particularly troubling given that more young women are taking up the deadly habit. The movie only adds to smoking's allure.

Whether blatant or subtle, smoking in movies is on the rise, sending a confusing message to young people about the use of tobacco products. Last year, 77 percent of all major motion pictures portrayed the use of tobacco. And in most of those movies, it was the lead actors and actresses who smoked. Every single movie nominated for a 1996 Academy Award in the categories of Best Picture, Best Actor and Best Actress featured tobacco use by a leading character.

These are the findings of *Thumbs Up! Thumbs Down!*, a project sponsored by the American Lung Association of Sacramento-Emigrant Trails, in which more than 100 teenagers

spent a year reviewing current movies to gauge the prevalence of tobacco use.

The findings are bad news for our nation's children. And they should send a wake-up call to Hollywood studios to ^{acknowledge} ~~own up to~~ the influence they wield in our children's lives. Just when the tobacco industry is finally being held accountable for advertising targeted at young people, movies are stepping in as a powerful vehicle promoting tobacco interests.

As any parent knows, children are often swayed by popular culture. During adolescence, when they are struggling to define who they are and what they want to be, they are bombarded with messages about everything from what they should wear, to how they should look, to ways they should act.

Movie stars who puff away on the screen equate smoking with status, power, confidence, and glamour. That's why a dynamic woman smoking throughout *My Best Friend's Wedding*, an intelligent scientist lighting up in *Contact*, ^{and} ~~or~~ Leonardo DiCaprio playing a chain-smoking Romeo in *Romeo and Juliet* send children the wrong message.

Perhaps not surprisingly, cigarette smoking is increasing among American teens, despite the best efforts of parents and teachers to educate children about the dangerous effects of tobacco. Between 1991 and 1995, the percentage of eighth- and tenth-graders who smoked jumped by more than one-third.

And it's not just cigarettes that are attracting children these days. Cigar use is growing among adults -- and kids too -- thanks in part to marketing strategies that have given the cigar new cache as an emblem of wealth and sophistication. More than one in four children between the ages of 14 and 19 have smoked a cigar in the last year, according to a study released by the Robert Wood Johnson Foundation earlier this year. Sadly, there seems to be a perception that

cigar ~~smoking~~ is not as dangerous as cigarettes. In fact, research has shown that cigar smokers are at a greater risk than non-smokers of contracting tongue, throat and lung cancer and suffering from strokes and heart attacks. Also worrisome are the health effects on those exposed to second-hand cigar smoke.

The statistics are troubling because nine out of ten adult smokers begin before they are 18. Once they take up the habit, they're often hooked for life.

That's why reducing smoking among young people must remain a national priority. For the past four years, the President and his Administration have pushed for tougher restrictions on tobacco advertising and sales aimed at children. [One state has succeeded in making tobacco companies ^{pay} ^{health} liable for the costs of tobacco-related illnesses.]

Now, leaders of the motion picture industry need to join the campaign. Instead of hiding behind the excuse of artistic license, they should admit that most film scenes depicting smoking are gratuitous -- whether it's characters ^{will} ^{smoke} who celebrate every triumph by lighting cigars in *Independence Day* or Kurt Russell unveiling a pack of red, white and blue cigarillos with the brand name "Freedom" in *Escape from LA*.

Rather than allow themselves to be tools of the tobacco industry, they should follow the example of the nurse Hana in *The English Patient*.

"Can you get me a cigarette?" the patient asks Hana after his plane has been shot down in World War 2.

"Are you crazy?" she replies.

That should be everyone's response to smoking -- including those who make and star in Hollywood movies.

To: Cliff Rothman

From: Marsha Berry

Re: Quote from First Lady Hillary Rodham Clinton

Date: July 23, 1997

The following quote is from Mrs. Clinton for the USA Today article on the tobacco and Hollywood:

"I am very concerned about the mixed message our children are receiving regarding the use of tobacco products. At a time when the tobacco industry is finally being held accountable for its use of direct and targeted advertising aimed at our young people, this same industry is being allowed to buy influence indirectly through the movies. The fact is that in many of this summer's blockbuster films, the lead characters smoke. In order for children to understand the seriousness of the effects of smoking, they need to hear a clear and consistent message from adults. Hollywood studios should own up to the power they have to convey messages and take a stand on behalf of America's young people and deny the tobacco companies this outlet for influence over our children."

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Whether blatant or subtle, the increasing incidence of smoking in movies is a disturbing trend. Last year, 77 percent of all major motion pictures portrayed the use of tobacco. And in most of those movies, it was the lead actors and actresses who smoked. Every single movie nominated for a 1996 Academy Award in the categories of Best Picture, Best Actor and Best Actress featured tobacco use by a leading character.

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July 04, 1997, Friday, Final Edition

SECTION: A SECTION; Pg. A01

LENGTH: 1141 words

HEADLINE: Tobacco Firms, Mississippi Settle; State to Be Paid Nearly \$3.4 Billion for Smoking-Related Health Costs

BYLINE: John Schwartz; Sandra Torrey, Washington Post Staff Writers

BODY:

The tobacco industry has agreed to pay Mississippi nearly \$ 3.4 billion over the next 25 years to settle the state's pioneering lawsuit, making it the first plaintiff to collect money from the industry in a suit over tobacco, officials announced yesterday.

The settlement between the nation's four largest tobacco companies and Mississippi, the first state to sue the industry to recover tobacco-related health costs in May 1994, comes just before the trial was to begin July 9.

"We're still pinching ourselves down here," said Mississippi Attorney General Michael Moore, a Democrat who filed the suit in defiance of his Republican governor. "When I first filed this suit, they said I was crazy and I wouldn't recover a nickel. They were right -- I didn't recover a nickel. I recovered \$ 3.366 billion."

The tobacco companies involved in the settlement -- Philip Morris Co., R.J. Reynolds Tobacco Co., Brown & Williamson Tobacco Corp., and the Lorillard Tobacco Co. -- issued a terse, two-paragraph statement confirming facts of the settlement. An industry spokesman said no further comment would be forthcoming.

The settlement with Mississippi comes as the tobacco industry, which for decades successfully defended against virtually all lawsuits, faces an unprecedented legal onslaught. Dozens of novel lawsuits are pending around the country, some based on millions of internal industry documents. "The industry was in a terrible position," said James E. Tierney, a former attorney general of Maine who acts as a consultant for state officials. "If you get to trial, all the truth comes out -- and they can't stand that."

Last month Moore and the other attorneys general announced a national agreement to settle lawsuits filed by dozens of states and private attorneys against the tobacco industry, but also implement a number of public health measures in return for some industry protection from lawsuits and federal regulation. That proposal would have to be confirmed by the White House and passed by Congress. It already has drawn fire from the public health community and members of Congress and, in the meantime, the cases are proceeding.

The new settlement ensures that Mississippi will get the money it would have gotten from the broader settlement even if the national measure fails. The companies will make their first payment to Mississippi, \$ 170 million, on July 15, based on an estimated 1.7 percent of the total amount due all the states

The Washington Post, July 04, 1997

under the national settlement proposal.

That figure is based on a generous reading of the state's proportion of the nation's Medicaid recipients; if the national proposal does pass, then Mississippi's deal will be made larger or smaller to conform to the structure of that final deal. After that, the state will continue to receive annual payments of 1.7 percent of the annual state payout proposed in the national settlement in perpetuity.

Industry analyst Mary Aronson questioned how the deal, while good for Mississippi, will help the larger settlement toward passage if it means Moore has less incentive to spend days on Capitol Hill lobbying for it. Without Moore, she added, "momentum may be lost. If he is out of the picture, who will be out there pushing?"

Moore, however, said he plans to spend coming weeks in Washington meeting with administration officials and members of Congress to lobby for the national settlement, and attempting to use his attorney general colleagues as a lobbying force. "I'm going to be up there a lot," Moore said.

Rep. Henry A. Waxman (D-Calif.), a leading critic of the tobacco settlement in Congress, said yesterday the Mississippi case constituted one of the lesser threats to the industry, and the settlement was a strategic move in the industry's campaign to gain legitimacy and immunity from lawsuits. "If they can get rid of Mississippi, it frees up time for them to see if they can get legislation passed," Waxman said.

Minnesota Attorney General Hubert H. Humphrey III, who has taken the hardest stand against negotiating an agreement with the industry, yesterday called the Mississippi settlement "an acknowledgment that aggressive pursuit of states' lawsuits is the best path to justice" that now sets a "floor" for recovery from the industry. Minnesota and its partner, the state's Blue Cross/Blue Shield, are seeking treble damage claims against the industry for antitrust and consumer fraud claims that were not included in the Mississippi suit.

But several attorneys general yesterday applauded the Mississippi settlement, saying it may provide some of the leverage the national deal needs to win approval in Congress. Members of Congress from other states "will be saying, 'Wait a minute, with that much [money] on the table, we want ours,' " said Florida Attorney General Bob Butterworth. "It does help."

A similar lawsuit filed by Florida is scheduled to go to trial next, with jury selection to begin Aug. 4. Butterworth said the state recessed its settlement talks with the industry last week because the two sides were so far apart and he was prepared to go to trial if they do not reach an agreement. After Florida, Texas is the next state scheduled to go to trial, and 36 other states have filed such lawsuits.

Moore and other attorneys general said they still consider a national agreement the best way to get concessions from the industry that will reduce underage smoking and advance the public health. "If this [national] plan goes asunder we are back to trying our lawsuits," said New York Attorney General Dennis Vacco. "I am not afraid to do that, but I am not guaranteeing anybody a specific result."

The Washington Post, July 04, 1997

Moore said the announcement "leaves a very hollow feeling in my belly" because it falls short of the public health provisions in the beleaguered settlement proposal. "We can't kill Joe Camel and the Marlboro Man with our cases," Moore said.

Mississippi Gov. Kirk Fordice denounced the agreement as "a dangerous precedent" that is "about big bucks and big publicity." The millions flowing to his state will be a "sin tax" that should have been passed by legislation, not litigation.

Meanwhile, the White House quietly has begun sounding out the tobacco industry about the possibility of further concessions. Tobacco lawyers met with White House Deputy Counsel Bruce Lindsey earlier this week to discuss the most controversial elements of the deal -- restrictions on government regulatory authority over tobacco manufacturing and the severity of industry penalties if underage smoking rates do not hit specified targets in coming years.

While the tobacco lawyers showed little willingness to compromise further, according to a source familiar with the situation, they did not shut the door to further talks.

Staff writer Peter Baker contributed to this report.

GRAPHIC: Photo, ap/rogerio solis, Mississippi Attorney General Michael Moore: "We're still pinching ourselves." Mississippi Attorney General Michael Moore discusses the negotiations at a news conference last month. Mississippi Attorney General Michael Moore, left, motions to his son, Kyle, while telling of deal's health benefits.

LANGUAGE: ENGLISH

LOAD-DATE: July 04, 1997

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INSTRUCTIONS FOR SAMPLE COLUMN #3

Subject:

This column should address the glorification of smoking in Hollywood movies and what it portends for America's young people.

Background materials:

- 1) A column we did last year about smoking.
- 2) Information from the American Lung Association about depictions of smoking in the movies.
- 3) This week's cover story from NEWSWEEK about the growing status of cigars and cigar-smoking.

Specific Instructions:

Feel free to draw on any other research/anecdotes/details that you can come up with. The draft should be approximately 750 words. Write **SAMPLE DRAFT** at the top. Please fax your sample to me on **Monday, July 21** at 202-456-~~9~~ 2239

Cigars are smelly, expensive and bad for you. They're also the hottest thing going, as celebs, models and just plain folks-with-smokes fire up the trend. How could this happen, and will the stogie cult ever go away? BY KENDALL HAMILTON

Blowing Smoke

YOU'D NEVER GUESS IT, BUT THERE ARE ACTUALLY A FEW Americans left who've never smoked a cigar. Maybe you're even one of them. Are you curious? Assuming you're of legal age and your health insurance is paid up, let's get you a cigar. First thing to do is select a premium "stick." Forget those White Owls the plumber left under your sink; what you need is a cigar made by hand, containing only whole-leaf "longer" tobacco. This'll set you back a bit, perhaps as much as \$25, but the finer things in life don't come cheap. Once you've got your cigar, settle back into a comfortable spot—a nice leather chair, maybe—and look it over. You'll notice that one end, called the foot, is open. The other end, the head, is capped with a bit of





Smoke. All in all, we're strutting around like a nation of people who've made a killing in the stock market—which, come to think of it, we are.

We are also, on the other hand, a country full of people who recoil from tobacco smoke like Dracula from sunlight. Public smoking is increasingly banned, even outdoors. When American tobacco companies agreed last month to cough up \$368 billion in compensation for the damage that cigarettes have wreaked upon the health of millions, the settlement was immediately attacked as too lenient. How is it, then, that this year's must-have accessory is a smog-billowing cheroot the size of a baby's arm?

Perhaps the ultimate testimony to cigar smoking's cultural penetration is a recent study finding that teenagers are taking up the habit. The trend's ripple effects have extended to the barrios of Cuba, where workers who make \$10 a month can sell two boxes of (usually counterfeit) Havanas for \$40 to Cohiba-coveting American tourists. And in the American heartland, cigar chic has touched even its least willing participants. "You can still find a good \$2

Americans will pay almost any price for illicit Cubans, but much of what they're buying is counterfeit.

tobacco leaf. Before you light up, you'll need to slice open the head; ideally with a special cutter—Alfred Dunhill sells a nice one for \$395. All systems go? OK, time for ignition. First hold the cigar at a 45-degree angle, with the foot toward the floor. Do not stick the head in your mouth yet. Slowly turn the foot of the cigar just above the flame of a long cedar match. Once it's glowing evenly, place it in your mouth and draw. Don't inhale—just pull in gently with your cheeks. Allow the end product of careful cultivation and years of aging to fill your mouth. Let it linger for a moment, then expel it briskly into the surrounding atmosphere. Repulsive, isn't it?

Let's just say that cigars are an acquired taste. They also may be the most expensive, least healthful way yet devised to ruin a perfectly good set of drapes. Still—as anyone with two eyes and a functioning pair of nostrils is likely aware—cigars are about the hottest thing going. Sales of premium cigars have more than doubled over the past four years. Pin-striped fat cats, Wall Street wanna-bes, irony-drenched Gen-Xers and just plain folks-with-smokes



A trendy smoke for all ages

Gen-Xers puffing away on New York's 42d Street (top), Brunotte in an Iowa Tobacco Hut

crowd the wood-paneled, leather-chaired cigar bars and "humidor societies" that have popped up in just about any city you can name. Restaurants and hotels host lavish dinners for cigar smokers, tripping over each other in a rush to market themselves as "cigar friendly." Bill Clinton has been seen on the golf course with a stick jutting from the presidential jaw, though his people say he's just chewing them. Less conflicted movie stars and fashion models mug from the covers of glossy magazines like *Cigar Aficionado* and

cigar," says Jack Brunotte, a Des Moines, Iowa, beat cop who has been smoking stogies for 35 years, "but it's damn hard." Reason: what Brunotte calls "this Yuppie thing" has created shortages of shade-leaf tobacco, used to wrap even the most modest cigars. On the boomer side of town demand remains high, whatever the price. "Sure, this is a \$15 cigar," says Jeff Frame, a 33-year-old accountant attending a recent Des Moines smoker. Gesturing with the object of his affection, he says that it's "worth \$15 because I'll be tasting it for the next three days." Clearly this man is under the influence of a powerful spell. But how was it cast?

The story begins, as so many American tales do these days, with a lawsuit. The embargo against Cuba signed by President Kennedy in 1962 pretty much killed the U.S. market for premium cigars. But in 1975 a Cuban exile named Pepe García, who'd had his cigar company expropriated by the Marxists in 1960, persuaded a federal judge to grant him the right to use several famous Cuban brand names in the United States. Though they contained no Cuban tobacco, H. Upmann and Montecristo cigars, which hadn't been seen (legally) stateside since the inception of the embargo, began to reappear on store

shelves. Other expatriates followed García's example, and by the mid-'80s the U.S. companies that controlled the premium brands were selling 100 million of the cigars a year, twice what they'd sold a decade before.

Still, in the popular imagination, cigars conjured up the image of a stogie-chomping union boss or, at the other end of the social scale, a gloat-ing fat-cat industrialist. Neither was considered a desirable role model. In 1983 those associations began to change. Henry Schielein arrived at the Ritz-Carlton Hotel in Boston that year to assume his duties as general manager. After dinner one night in the hotel with a colleague, Schielein pulled out a cigar and lit up. "Henry," his friend said, "if I were the new GM here, I wouldn't smoke cigars in the dining room." Schielein put it out. "But I could see some of the guys around me," he says. "I could read their eyes, and they were saying, 'God, the guy has the right idea.'" Soon thereafter, the Ritz held its first cigar smoker, a clubby black-tie dinner where gentlemen could puff in peace. Now the much imitated annual dinner costs \$500 and boasts a waiting list hundreds of names long. "The more you charge," says Richard Elia, publisher of the *Quarterly Review of Wines* and one of the dinner's organizers, "the more they want it."

That's because cigars are by now almost universally perceived—among those who smoke them, that is—as status symbols. Credit that to Marvin Shanken, publisher of the five-year-old glossy *Cigar Aficionado*. When Shanken, prodded either by a hunch, as he maintains, or by the quiet but meticulous research that others suggest, made the decision to launch the magazine, it was far from a no-brainer. Shanken had timed the '80s wine boom perfectly with his first hit magazine, *The Wine Spectator*. But when he returned from a trip to Cuba and announced plans for *Cigar Aficionado*, "everyone wrote him off as a total lunatic," says Simon Chase, marketing VP at London cigar distributor Hunters & Frankau. "A lot of people at *Wine Spectator* were afraid he was spending their pensions."

They had nothing to worry about. Readers quickly cottoned to *Cigar Aficionado*'s manly portrayal of the good life: fine spirits, fast cars and fat cigars, the last described and rated with a fervor previously reserved for vintage wines. One recent ex-



Mainstream:
Cigar accessories



Fringe: Road luge



Trendy: Cigar-magazine boom



Fringe: Elite professionals

ample: "[The Griffin's No. 400] starts out slow, perhaps because of youth. But it has some nutty flavors, with a slightly leathery finish." Nutty, indeed. But CA's circulation now stands at more than 410,000. "I love to look at the magazines," says Brunotte, the Des Moines cop. "I have one next to me all the time. It's like porno."

Clearly, there's well-orchestrated marketing behind the cigar boom. But the industry's total ad budget is a paltry \$4 million a year, compared with the \$5 billion

or so spent pushing cigarettes. When you look closer at this improbable trend, it's the sociological and psychological factors that emerge. "Cigars are a wonderfully placed symbol in an age driven by icons," says Watts Wacker, resident futurist at the Stanford Research Institute. "It hits on so many primal buttons." Behind the demand side of the cigar boom is clearly the same drive toward conspicuous consumption that made "Yuppie" a household word in the '80s. Sure, we've already got Range Rovers, power ties, microbrews and gour-

Are Stogies Safer Than Cigarettes?

Yes, but they have an array of nasty health effects. BY GEOFFREY COWLEY

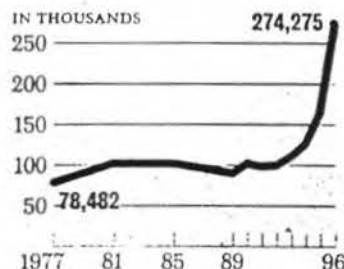
WE ALL KNOW the rap on cigarettes: they're addictive, they kill you and they stink.

There's no question that cigars smell bad, but do they cause addiction and death? Researchers haven't amassed a lot of data on those issues. After all, Americans consume only 4.6 billion cigars each year, compared with 470 billion cigarettes. Since cigar packages say nothing about health hazards, and cigar smokers don't usually inhale, the dangers may seem negligible. But the truth is, stogies kill. "We can't say exactly how many deaths are attributable to cigars," says Michael Erickson, head of the smoking-and-health office at the Centers for Disease Control and Prevention. "But tobacco smoke is tobacco smoke. There's no safe level of exposure to a carcinogen."

Because cigarette smoke is slightly acidic, the nicotine it carries can't enter the

Up in Smoke

The number of premium cigars sold in the U.S. has surged in recent years.



SOURCE: THE CIGAR ASSOC. OF AMERICA, INC.

bloodstream directly through the tissue that lines the mouth. You have to inhale to get the effects. Cigars are not only larger (a big one contains more tobacco than a whole pack of cigarettes) but richer in noxious combustion products. Even a standard, half-ounce stogie can generate 7 times as much tar as a cigarette, 11 times as much carbon monoxide and 4 times as much nicotine. And because cigar smoke is so alkaline, many of its constituents enter the bloodstream directly through the mouth. "Inhaled cigarette smoke produces a faster kick," says Dietrich Hoffman, a tobacco chemist with the American Health Foundation, "but cigar smokers end up just as dependent on nicotine."

That's not to say they encounter all the same health hazards. Cigarette smokers are roughly 20 times more likely than nonsmokers to develop lung cancer, and four times more likely to suffer from coronary artery disease. Even the most dedicated cigar smokers experience only a threefold increase in lung-cancer risk (mainly from living around their own fumes) and a doubling of stroke and heart-attack risk. But that's just the beginning of the trouble. Cancers of the mouth, larynx and esophagus are all associated with cigar smoking—and those risks are amplified if you drink alcohol while you puff. Researchers have also identified pipe and cigar smoking as risk factors

for pancreatic cancer, which is almost always fatal. If that's not enough to discourage you, keep in mind that the abrasive particles in a cigar's outer wrapping can erode teeth, and that the 23 poisons and 43 carcinogens in its smoke can affect bystanders as well as smokers. "If you have to breathe secondhand smoke," says James Repace, a government scientist who advises the National Cancer Institute (NCI) on indoor-air quality, "cigar smoke is a helluva lot worse than cigarette smoke."

Despite their hazards, cigars are probably preferable to cigarettes. In a newly published study involving nearly 22,000 subjects, British researchers compared mortality rates for three classes of men: nonsmokers, current cigarette smokers and former cigarette smokers who had switched to cigars. The results, published in the June 27 British Medical Journal, show that the switchers enjoyed a 50 percent reduction in risk of death from lung cancer, heart disease and chronic obstructive lung disease—mainly because they smoked less after they switched. Yet their death rate from those illnesses was still 70 percent higher than that of nonsmokers.

Unfortunately, recovering cigarette smokers aren't the only ones taking up stogies. Millions of American teenagers are toying with them—and as every tobacco executive knows, hooking kids is the key to healthy sales. But cigar makers may soon face more resistance. NCI scientists are putting the final touches on a comprehensive report on the health effects of cigars, and health advocates are demanding that the government start regulating them the way it does cigarettes. Stogies will no doubt carry a surgeon general's warning one of these years. In the meantime, choose your poison carefully.

With MARY HAGER and
LESLIE KAUFMAN

Cigarette*

tobacco:
approx.
.68 g
nicotine:
.5–1.4 mg
tar:
.5–18 mg
carbon
monoxide:
.5–18 mg

Cigart

tobacco:
approx. 8 g
nicotine:
1.7–5.2 mg
tar:
16–110 mg
carbon
monoxide:
90–120 mg

*FILTER CIGARETTE. *REGULAR CIGAR.
SOURCE: AMERICAN HEALTH FOUNDATION



Mutation: Rotary phone



Fringe: Burning Man



Mainstream: Body piercing



Mutation: Cosmopolitans

Will Cigars Stay Hot? How to Track the Trend.

All trends—cigars, Rollerblades, tattoos—move through predictable stages or states of cool, according to Lawrence Samuel of marketing consultants Iconoculture, Inc. Once mainstream, trends either die, mutate into microtrends or cement into national pastimes. Cigars, Samuel says, will recede next year, but the trend won't disappear. The four stages:

Stages	Cigars	Who	Why and Where	Other trends
Fringe (Pre-cool)	Pre-1995 The Ritz-Carlton in Boston holds the first cigar "smoker" in 1983. Inner-city youth load marijuana into Phillies Blunt cigars; rappers light 'em up in music videos.	Elites in the banking, investment and legal fields and members of the hip-hop community	Flouting political correctness at "cigar nights" and subverting dominant culture in the 'hood	Fringe now Beedies, the organic cigarettes from India; Nevada's Burning Man Festival ("Mad Max" meets Woodstock); road luge (sledding meets pavement)
Trendy (Cool)	1995 Yuppies, coastal hipsters and other so-called "early adopters" latch on and puff up the circulation of magazines like <i>Cigar Aficionado</i> (for boomers) and <i>Smoke</i> (Gen-X)	Women discover smokers; celebs, a new prop; college students, yet another bad habit	Gender-benders and the cool-obsessed lounge in cigar bars and smoke-friendly eateries	Trendy now De-stressing at Native American sweat lodges; tea salons; fountain pens; for kids, grotesquely labeled Fukola sodas by Eat Me Foods
Mainstream (Post-cool)	1996 Corporate America cashes in with cigar-vending machines, cigar auctions and accessory mania—including Calvin Klein cigar cutters and <i>Cigar Aficionado</i> ottomans	Joe and Jane Six-pack in the bleachers and the guy sporting Dockers in the next cubicle	Sheer ubiquity, peer pressure and lure of a "nice vice" (naughty lite) push cigars into suburbia	Mainstream now Extreme sports, body piercing, tattoos, martinis, Sundance Film Festival, "alternative music," gourmet coffee, microbrews
Mutation (Neo-cool)	1997 Kids join in, and entrepreneurs—including smugglers of illegal Cubans—cash in. <i>Real</i> smokers buy only pre-embargo Cubans. The neo-coolest move to pipes.	Suburban "bad boy" teens and the multi-culti downtown alterna-crowd	Desire to reinvent or backlash against trend produces extreme variations; back to the fringe	Mutation now Body branding (tattoos), air surfing (extreme sports), cosmopolitans (martinis), rotary phones (high-tech), Slamdance Film Festival

met stores stocked with more types of olive oil than there are Italians. But what can '90s boomers consume more conspicuously than a cigar? A cigar doesn't merely display its owner's taste—it literally waves it under other people's noses. Another very '90s cadre that's puffing up this trend, cool-hunters say, is the hip-hop set, especially the rap impresarios. Cigars are showing up in videos and on album covers—including the Wu-Tang Clan's new CD, "Wu-Tang Forever," which recently debuted at No. 1. The stogie as cool-tool has been building for a while, says

Mimi Valdez, style and fashion editor for *The Source* magazine, "and now it's at a frenzy."

Reaction against another Yuppie obsession—health—is also driving cigars' popularity. Wacker sees a broad shift in attitude underway. "It's going from 'life is too short' to 'life is too long,'" he says. Boomers looking ahead to the infirmities of old age, he argues, have begun to wonder whether they're not entitled to front-load a little more fun. "People are becoming more concerned with well-being than fitness," Wacker says. "They think

they may be better off having a cigar once in a while."

Beyond its symbolic value, a cigar is also a "cheap thrill," says Gerald Celente, founder of the Trends Research Institute. "A cheap Rolex watch. A cheap BMW." A cheap BMW with a heck of an emissions problem, maybe. But unlike, say, sports cars, Thoroughbreds or other totems of success, even expensive cigars are accessible to the social-climbing masses.

Everyone has their reasons for smoking cigars, but few groups inspire the curiosity that stogie-wielding women do. No one

really knows how many women are lighting up; estimates usually run from 1 to 5 percent of the market. Diana Silvus-Gits, the owner of Up Down Tobacco in Chicago for 34 years, says that's low. She estimates that 10 to 12 percent of her customers are women. Women-only smokers fill the calendar at Butler's in Washington, D.C.'s Grand Hyatt and the Morton's of Chicago steakhouse chain. And that's not enough for some people. "Every woman should try a cigar," insists Tomima Edmark, author of "Cigar Chic: A Woman's Perspective." "It is one of the finer things in life—like a glass of Cristal champagne." Edmark argues that cigar smoking is good for relationships. She and her husband convene about once a week to share cigars in their Dallas home's custom-built smoking room. "A good cigar takes an hour to smoke," she says. "If you're doing this with your husband, you can't help but have a conversation."

Mark Grossich, who opened what is widely believed to be New York's first cigar bar, Hudson Bar and Books, in 1990 (and since has opened four others), has polled his female customers on cigars' appeal. They reported that cigar smoking created in them a volatile mixture of feelings—the majority cited "sexy and sensual," along with "powerful and in control." The other big question, of course, is not why cigars might appeal to women, but why women with cigars appeal so much to men. We'll leave that one to Freud.

For some longtime cigar smokers, explanations are beside the point. They're just looking for deliverance from their pastime's new trendiness. "I'm walking down Newbury Street," says a horrified Richard Elia, the Boston publisher, "and I see a guy coming out of a wine bar with a phone in one hand and a cigar that absolutely doesn't fit his face in the other. I turned to my wife and said, 'I hope you'll shoot me if that happens to me.'"

Backlash is brewing. The American

Cancer Society recently put out a public-service ad suggesting that those snazzy cigar cutters could also come in handy for excising lip tumors. After a Wall Street Journal story last week about health activists' new offensive, the stocks of Culbro and its spin-off, General Cigar, took a hit. Demand has already pushed cigar prices up and, in many cases, quality down, turning off established and potential customers alike. The trend could also run out of cool. The aura of exclusivity has already been eroded; it's hard to fancy yourself a player when you buy your fine cigars out of the walk-in humidor at Sal's Sunoco.

But don't hold your breath waiting for the smoke to subside. Major cigar manufacturers continue to report double-digit sales growth, and new cigar bars and clubs are still opening. Packaged-goods analyst Don Stuart of Cannondale Associates foresees three more smoke-filled years—at least.

Trends-marketing consultant Lawrence Samuel of Minneapolis-based Iconoculture, Inc., says cigars have moved into the final phase of the four-stage life span that all trends pass through. First something bubbles up on society's fringes. At that stage, in the parlance of those who parse such things professionally, it's "pre-cool." As cigars gradually wove themselves into the fabric of hip city life, they became officially "cool." That happened in, let's say, 1995.

Since, they've gone mainstream, into the "post-cool" stage. "This is when corporate America starts cloning it," says Samuel. Witness furniture carrying the Cigar Aficionado brand, or the Calvin Klein cigar cutter. This year, by Samuel's reckoning, cigars are becoming "neo-cool." "This is where it gets weird," he says, predicting the reinvention or mutation of the trend. It's too early to say how this final phase will play out, but it's worth noting that New York's Beekman Bar and Books has already held its first pipe smoker.

With ADAM ROGERS, T. TRENT GEGAX, THEODORE GIDEONSE and LESLIE KAUFMAN in New York, JAY WAGNER in Des Moines and BROOK LARMER in Havana



JULIE SMOKED HER FIRST CIGAR last week. Julie is 17. She went out for a mocha at a coffeehouse in Sherman Oaks, Calif., one evening, and a couple of older guys—19-year-olds—offered her and her girlfriends a stogie. The good news, at least for her parents, is that she hated it. "It was bitter and nasty," says Julie, who will be a senior in high school next year. The bad news: "I would try it again. There's been so much hype about cigars, and you see all the stars doing it. I don't do drugs or drink, so this is the thing to do." The thing to do—there's a lot of that quintessentially adolescent attitude going around. A study released in May by the Robert Wood Johnson Foundation found that 27 percent of kids ages 14 to 19 had smoked a cigar in the last year. But before anyone gets too distracted by the thought of an army of teenage Fidel Castros, there remains a much bigger threat to the health of young people: cigarettes. About 64 percent of all high-school seniors say they've tried cigarettes, with 3,000 kids taking up the habit every day. Worse, those numbers represent the reversal of a decline; kids' smoking decreased for years, then spiked in 1992—the message got lost. Today more than 18 percent of 10th-grade students smoke every day, up from about 12 percent just five years ago (chart). The trend is rising among young adults, too. Almost 28 percent of 18- to 24-year-olds smoke regularly, compared with 23 percent in 1991. Generations X and Y can't claim they don't know the danger. So why do more and more young people smoke, especially as millions of adults want to quit? And can anything get them to stop?

Hollywood, which glamorized cigarettes

How to make a quick buck

Cubans can double their monthly salaries by selling one box of Havanas to tourists



Why are young people smoking more when millions of adults want to quit? Don't they know it's dangerous? Yeah, whatever.

Cool Fools

Hollywood fuels a bad habit

On screen and off, stars such as DiCaprio (above), Gwyneth Paltrow (near right), Julia Roberts (below) and Johnny Depp keep cigarettes hip



sible." Besides, young people always believe they're invincible. "I've seen the commercials where they show the old lady with the hole in her throat and the smoke coming out of it," says Brooke, 15, a young Marlboro woman from Santa Monica. "I'll never have a hole. When I'm old and 85 and want to have a baby, I'll quit. I'm young now, so my body can deal with it."

If the government has its way, Brooke may be in the last generation to think like that. In a landmark settlement reached last month, cigarette manufacturers agreed to stop marketing to kids

and to reduce teen smoking by 60 percent in 10 years—or pay \$80 million a year for each percentage point by which it falls short. But not everyone believes that the deal, if it holds up, will end teen smoking. "They'll find new ways to aim advertising at kids, no matter what they say," says Donald Clark, president of the American Lung Association. "They'll do anything to secure their future, and kids are their future." Or maybe they'll just target a slightly older demographic. In the last few years manufacturers have created specialty cigarettes—honey-roasted Sedona, coffee-flavored House Blend, additive-free American Spirit—aimed at the Gen X market that has gobbled up specialty beers and coffees. "I like the image they project," says Sean O'Sullivan, 29, a New York marketing executive who prefers Red Kamels, a hip brand that features Soviet-style imagery on its package. "It's very retro. It's like the car ad: 'This is not your father's cigarette.'" Unfortunately, addiction never goes out of style.

MARC PEYSER with TARA WEINGARTEN and YOJI COLE in Los Angeles and KIM MARTINEAU in New York

Lighting Up

The percentage of 8th, 10th and 12th graders who smoke daily is rising.

1991	8th	7.2%
	10th	12.6
	12th	18.5
1996	8th	10.4%
	10th	18.3
	12th	22.2

SOURCE: MONITORING THE FUTURE STUDY, THE UNIVERSITY OF MICHIGAN



on the lips of everyone from Bette Davis to James Dean, has gone back to butts after cutting down for several years. According to the American Lung Association, at least one of the leads in every Oscar-nominated film last year lit up on screen. "Smoking is the ultimate sex appeal," says Natasha, 15, of Santa Monica, Calif., who cites Leonardo DiCaprio's cigarette-wielding performance in last year's "Romeo + Juliet" as irrefutable proof. "The way he handles the cigarette in his fingers

reveals a lot about his sexuality. It's fresh."

Young adults dismiss the power of Joe Camel and other advertising. They say that peer pressure and, especially, the desire to rebel have much more to do with lighting up. "The twentysomething world is told that everything is bad for us: you can't have sex, you can't eat bad foods, you can't drink," says Doug Liman, 30, who directed the retro, twentysomething film "Swingers" last year. "It's overload. So now we're just going to act like nothing is socially irrespon-



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Dazzling 'Contact' ultimately disappoints

July 16, 1997

Web posted at: 1:08 a.m. EDT (0508 GMT)

From Reviewer Paul Tataru

(CNN) -- You can't fault director Bob Zemeckis for lack of ambition. His new science-fiction film, "Contact," starring Jodie Foster, is something different -- a meditation on the battle between technology and spirituality for control of our souls.

Scene from Contact where Foster's character is attempting to get funding

7.1 MB/1 min. 17
sec./320x240
4.2MB/1 min. 17
sec./160x120
QuickTime movie

Movie Trailer

10.1 MB/2 min. 25
sec./320x240
6.7MB/2 min. 25
sec./160x120
QuickTime movie

Amazingly, the main question the movie raises is "Is there a God?" The proper response to that one is "no" if you're looking for clues while watching slop like "Con Air," but for all its mind-tripping special effects (and yet another fine performance from Foster), "Contact" can't come up with anything better than a resounding "maybe." Hell, I could've told you that and you



wouldn't even have to buy a ticket.

The film's opening shot is a stunner, and had me hoping that maybe something major was in the offing. We hover for a moment over Planet Earth, listening to a cacophony of overlapping radio signals that its inhabitants have blasted into the outer regions of space over the years -- everything from speeches by FDR to Almond Joy commercials to a snippet of "Itsy Bitsy Teeny Weeny Yellow Polka Dot Bikini." Suddenly, we pull away from the earth, and, in one continuous, sweeping effects shot, travel beyond the planets and beyond our solar system.

This actually uses up a couple minutes of screen time and leaves us staring down at a vast, imposingly silent expanse of the heavens. Then, just as suddenly as it started, the shot collapses into the iris of a little girl's eye. She's Foster's character as a child, a precocious observer of the ways of the solar system. It's a truly dazzling introduction, and the film never approaches that level of inspiration again until very near the end, when it's pretty much too late.

Foster plays Ellie Arroway, a young astronomer who's viewed as something of a crackpot by the government agency that funds her research. Ellie utilizes a giant group of telescopes in the New Mexico desert to pick up static from outer space, hoping against hope that sooner or later she'll receive a message from life on a distant planet.

Zemeckis is a disciple of Steven Spielberg, so it's no surprise that the government boys are viewed as narrow-minded and cold-hearted, caring less about the possibilities of life on other planets than they do about looking good in the eyes of the guys who put up the money. Tom Skerritt has the unfortunate role of David Drumlin, Ellie's superior who has no use for her research until she receives a message of monumental importance to mankind, at which point he starts stealing all the credit. "Boooooo-hissssss," as they say. The moment that the scientists begin receiving the message is excitingly staged and edited by Zemeckis, but owes quite a bit to a highly similar moment of discovery in "Close Encounters of the Third Kind."

At first, the encoded message is a puzzle to everyone involved. None of the scientists are really sure what they've got until a mysterious (and utterly ridiculous) shaved-head multi-zillionaire named S.R. Hadden (John Hurt) uses his own team of smart guys to figure out that these numbers are blueprints for a complex space travel vehicle beyond the grasp

of mere mortals. It's decided that the ship will be built, and one person will get to make the journey. Will that person be Foster? Will that person be Skeritt? Well, you know that it's gonna be Foster because who wants to see Tom Skeritt get to fly to the nether regions of the galaxy while Jodie Foster sits in an office on Cape Canaveral and does a crossword puzzle?

This all *sounds* great, and a lot of it is pretty darn cool, but the movie as a whole is peppered with pseudo-religious philosophical babble about the origins of God, and, if there is a Big Guy, why is he sending us these gol' darned blueprints? Lots of this babble falls from the mouth of Palmer Joss, played with great teeth by Matthew McConaughey. Joss is a presidential advisor and author who studied for the priesthood but couldn't deal with the celibacy -- or, as he puts it, he's "a man of the cloth without the cloth." It's a good thing he didn't have a cloth, or I would've been tempted to climb on screen and stuff it in his mouth.

Though this is not the treacly goop-fest that "Forrest Gump" was, Zemeckis and his screenwriters, James V. Hart and Michael Goldenberg, wallow around in New Age chatter that often sounds like the verbal equivalent of a Yanni album. I give them credit for wrestling with bigger issues than "Is that really Nick Cage's hair?" but this script is in dire need of a rewrite by Socrates.

There's supposed to be a romance between Foster and McConaughey, but I've seen fewer sparks fly from a damp Bic lighter. I know a lot of people who can't stand McConaughey for some reason, but I've never had any complaint about him (he's the best thing in the popular cult film "Dazed and Confused"). The problem here is that he has no real character to play. He just keeps popping up unexpectedly every time Foster's character is feeling down in the dumps. By the time the movie's over, he's made more surprise appearances than Santa Claus. James Woods is also on hand, playing, in a major stretch, a self-serving creep who works for the president. Then there's Angela Bassett, overplaying her iron-pants role as a presidential assistant.

The actual journey to another dimension is extremely exciting, a far more frightening variation on the final psychedelic sequence in "2001: A Space Odyssey." Foster is brilliant here, gazing out at the unknown secrets of the universe with a mixture of terror and bedazzlement. Though "Contact" doesn't give her enough sharp scenes to take advantage of it, this moment proves yet again that she's as fine a film actor as we have right now. It's a disappointment that those secrets she's uncovering ultimately turn out to be something of a letdown. With a run time pushing 2 1/2 hours, the movie pulls infinity into focus, all right -- but mostly by virtue of the fact that it starts to seem like it will never end.

"Contact" has one mild bedroom scene and some pretty wiggly special effects that could blow the minds of very small children. Foster's space journey is like "Lucy in the Sky with Diamonds" but without the pharmaceuticals. Warner Bros.,

which produced this movie, is owned by Time Warner, which also owns CNN. Rated PG. 142 minutes.

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Thumbs Up! Thumbs Down!

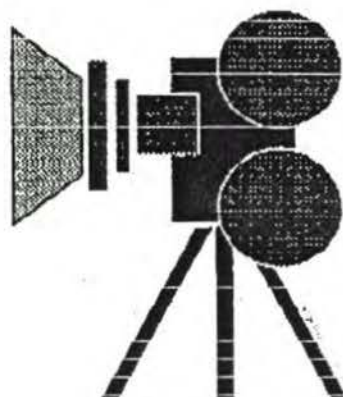


AMERICAN LUNG ASSOCIATION.
of Sacramento-Emigrant Trails

Teens Take a Look at Tobacco Use In The Movies

LIGHTS! CAMERAS! ACTION! The camera moves in to focus on a bright sign where a neon cigarette arches up to meet red neon lips and then it slowly pans downward to feature attractive young women smoking.

*The message: life is beautiful; life is exciting;
life is smoking.*



What messages do young people receive about tobacco use when they watch a movie? The *Thumbs Up! Thumbs Down!* project of the American Lung Association of Sacramento-Emigrant Trails asked over 100 teenagers from the Sacramento and Los Angeles areas to spend a year reviewing 133 current movies and report on their findings. Here is what they learned:



Hollywood gets a Thumbs Up! and a Thumbs Down! on the amount of tobacco use in the movies.

- *Twenty three percent of the movies showed no tobacco use.
- *Of the remaining 77%, 26% had only 1-10 incidents, 23% had 11-24 incidents, 18% had 25-49 incidents and 11% had over 50 incidents.



There is a direct correlation between movie rating and tobacco use.

- *G rated movies had an average of less than one incident per movie.
- *PG rated movies had an average of 12 incidents, while PG13 had 18.
- *R rated movies had an average of 26 incidents while a number of R rated movies had little or no tobacco use and some PG movies were filled with smoke.



Studios varied tremendously in the amount of tobacco use portrayed.

- *Walt Disney Pictures was low with an estimated average number of 6 incidents per movie.
- *Miramax Films was high with an estimated average of 46 incidents per movie.



While only 3% of the general population uses cigars, 52% of the movies with tobacco displayed cigar use.

***Over half of the movies with tobacco use displayed at least some cigar smoking.**

***In 22% of the movies, cigars were used most often.**



When it comes to tobacco use, it is the "stars" who smoke.

***In 82% of the movies lead and/or supporting actors used tobacco.**



Men used tobacco twice as often as women.

***94% of the movies that had tobacco use showed men using tobacco.**

***44% of the movies showed women using tobacco.**



Marlboro has the highest brand exposure in the movies.

***Only 20% of the movies with tobacco use showed specific brand exposure.**

***Marlboro was responsible for 50% of these brand exposures.**



Anti-tobacco statements were made in 33% of the movies.

***Statements were made through specific comments, visual reactions or signage such as non-smoking signs.**

***Anti-tobacco comments were made in 23% of the movies, with the majority being made by lead and/or supporting actors.**

Project Details...

What is "Thumbs Up! Thumbs Down!"?

"Thumbs Up! Thumbs Down!" is a project of the **American Lung Association of Sacramento-Emigrant Trails** that is designed to raise awareness about the impact of tobacco use in the movies on young people. The project is made possible by a grant received from the Tobacco Health Protection Act of 1988, Proposition 99. It is being implemented in coordination with the American Lung Association of Los Angeles, the Gold Country Tobacco Prevention Coalition, and the Los Angeles Linkage Project.

Why is tobacco use in the movies an issue?

The debate over tobacco use in the movies is driven by the concern over how such use impacts young people. While major strides have been made in reducing tobacco use among adults, success with youth has been disappointingly slim. In fact, in California there has been a significant increase in the incidence among teenagers. According to figures from the California Department of Health Services, tobacco use has increased from 9 to 11% since 1993 among the teen population.

Thumbs Up! Thumbs Down! Movies

Youth and adult reviewers from Sacramento and Los Angeles evaluated the 1996 Oscar nominated movies in the category of Best Picture, Best Actor, and Best Actress as well as the 1996 top 5 blockbuster hits. The following list are the movies that were determined as being among the best and the worst in terms of how tobacco use was portrayed.

The 1996 Blockbuster movies of the year:

Thumbs Up!

Twister:

Twister was selected as a *Thumbs Up!* movie because it demonstrates that a movie filled with tension and life threatening situations, can have a smoke-free environment.

In *Twister*, a group of scientists who chase tornado's for a living, are faced with a number of catastrophic disasters. The movie is set in rural Oklahoma in circumstances where it could be common for tobacco to be used. With the exception of one brief exposure on a television program, our reviewers found no tobacco use.

Thumbs Down!

Independence Day

Independence Day was selected as a *Thumbs Down!* movie because it glorifies cigar use. Two messages were crystal clear: real men smoke cigars and any success is a reason for lighting up. In the end, the fantasy of independence from smelly aliens, gives way to the reality of dependence on smelly cigars.

The 1996 Oscar nominees:

Thumbs Up!

To the 1996 Oscar nominees in general for including anti-tobacco statements. 89% of the '96 nominees for Best Picture, Best Actor and Best Actress carried anti-tobacco messages in comparison to 13% of the '95 nominees.

Two Examples for Special Recognition:

The English Patient

Hana in "*The English Patient*" was selected as a *Thumbs Up!* for Hana's role as a nurse who encourages her patient not to smoke.

In this movie, Juliette Binoche character, Hana, is a nurse to a WW II English patient whose plane was shot down by the Germans. The patient asks Hana, "Can you get me a cigarette?" She replies, "Are you crazy?". The patient responds, "Why are you trying to keep me alive?", Hana says, "Because I'm a nurse."

The People vs. Larry Flynt

Larry Flynt in "*The People Vs Larry Flynt*" was selected for a *Thumbs Up!* status because of his reaction to secondhand smoke.

Woody Harrelson, in his role as Larry Flynt, starts out as a poor Kentucky boy who grows up and experiences the "seedier" side of life. In a very dramatic anti-tobacco scene, he waves his hands to "shoo" the smoke away from his wife's cigarette while he is talking on the phone. He then takes her cigarette and puts it out.

Sling Blade, *Marvin's Room*, *Jerry Maguire*, *Shine*, *Fargo* and *Secrets and Lies* also included anti-tobacco messages.

Thumbs Down!

Our Thumbs Down Awards go to those Oscar nominees that encourage tobacco use.

They include:

Jerry Maguire

Jerry Maguire was selected as a *Thumbs Down!* movie because it showed cigar use goes along with partying.

In this film, Tom Cruise as "Jerry" and his fellow well-to-do sports agents smoke their way through Jerry's bachelor party. Smoking cigars is portrayed as a way the "successful people" celebrate.

Marvin's Room

Marvin's Room was selected as a *Thumbs Down!* movie because smoking by an underaged youth is encouraged by his mom and is utilized as means of showing teenage rebellion.

In *Marvin's Room*, Meryl Streep's character, "Lee" smoked throughout the movie so it isn't surprising her 17 year old son, Hank, uses tobacco. Since Hank managed to burn down his mom's home, she is concerned with his use of matches, however. Her solution: she has her preteen son light Hank's cigarette.

Shine

While *Shine* does not portray tobacco use in a positive way, it earned a *Thumbs Down!* status for sheer numbers of tobacco incidents - well over 100! Less than 5% of the 160 movies reviewed by Thumbs Up! Thumbs Down! over the past three years exceed this number.

In this biographical movie about an extraordinary pianist, the character, David Helfgott, is a chain smoker who's constant companion was his cigarette.

**1996 Special Awards:
Thumbs Down!****The First Wives Club**

The First Wives Club was selected as a *Thumbs Down!* movie for its billboard and poster promotion glamorizing women and cigars. Ironically, none of the female characters smoked cigars in the movie.

Escape from LA

This movie has been selected as a *Thumbs Down!* movie for equating freedom with smoking. Kurt Russell's character, Snake Plisken, has just guaranteed that a totalitarian world run by fanatics must start anew by shutting down all of the world's power sources. In the closing, he demonstrates his freedom from oppression by opening up a red, white and blue pack of cigarillos with the brand name Freedom.

American Lung Association of Sacramento-Emigrant Trails
909 12th Street, Sacramento CA 95814 (916)444-5864
www.lungusa.org/hollywood



Thumbs Up! Thumbs Down! Oscar Nominee Results



What messages do young people receive about tobacco use when they watch a movie? The *Thumbs Up! Thumbs Down!* Project of the American Lung Association of Sacramento-Emigrant Trails and Los Angeles County asked teenagers to evaluate the 1995 and 1996 Oscar nominations in the following categories: Best Picture, Best Actor and Best Actress. The youth reviewers noted how often tobacco was used, who used tobacco and if there were any anti-tobacco statements. Here's what they found.....



Tobacco use increased in 1996.

In 1996, *all of the movies included tobacco use*. The average number of incidents per movie was 36.

In 1995, 67% of the movies included tobacco use. The average number of incidents per movie was 30.



Anti-tobacco statements were the highest ever in the Thumbs Up! Thumbs Down! review process.

In 1996, 89% of the movies included anti-tobacco statements.

In 1995, 13% included anti-tobacco statements.



Stars continue to take the lead in tobacco use.

In 1996, 100% of the movies included tobacco use by leading actors and 56% included use by extras.

In 1995, 75% of the movies included use by leading actors and 75% included use by extras.

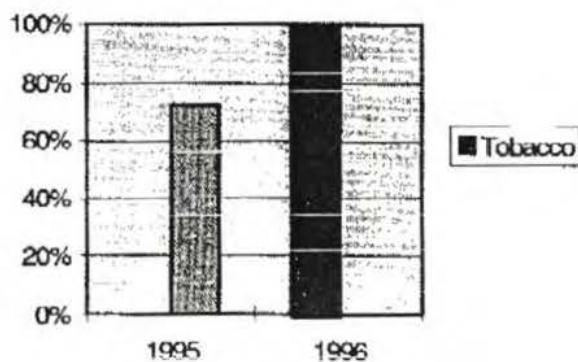


Tobacco use increased among men, women, and teens.

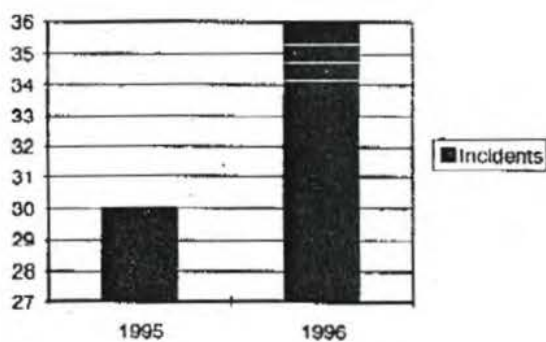
In 1996, men used tobacco in 100% of the movies, women in 78% and teenagers in 22%.

In 1995, men used tobacco in 88% of the movies, women in 50% and teenagers in 13%.

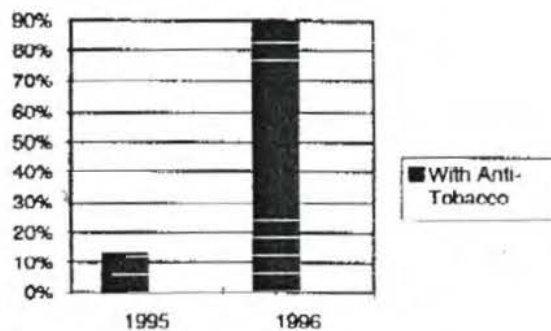
1995 and 1996 Oscar Nominees With Tobacco



Average Incidents in Movies Containing Tobacco



Percentage of Movies with Anti-Tobacco Statements



It is the contention of the *Thumbs Up! Thumbs Down!* project that the entertainment industry can play a significant role in influencing young people in terms of tobacco use... both positively and negatively. When an actor or actress lights up or objects to tobacco use on screen, millions of young people in theaters across the nation and around the world receive the message. Modern video technology and cable television help assure this message can be repeated decades into the future, time and time again. It is a powerful type of behavioral and attitudinal motivation, because it is in a dramatic context.

What does this report hope to accomplish?

The overall goal of the *Thumbs Up! Thumbs Down!* project and report is to reduce the negative influence that tobacco use in the movies has on young people. There are two ways this report is designed to help accomplish this goal. The first is to increase awareness among young people so they are in a sense inoculated against pro-tobacco messages by becoming more critical viewers. The second is to increase the awareness within the entertainment industry about the issue and hopefully encourage its creators and performers to reconsider creative choices regarding tobacco use in future productions.

Report Details...

Methodology:

The purpose of this program was to utilize young people in carrying out an in-depth look at tobacco use in current movies and to obtain their perspective on what they discovered. It was recognized from the beginning that this would not be a controlled clinical project with professional researchers. However, there were several steps taken to assure the relative accuracy of the data gathered.

The process involved four distinct elements:

- *The development of the evaluation form and instruction sheets.*
- *The selection of movies for review.* The decision was made to focus on movies released over a one year period of time which had a domestic box office draw of at least \$5 million each. The time frame selected was from April 30, 1994 until May 1, 1995. *Daily Variety* was utilized as the source for movie selection. One hundred and thirty three movies were found which met the criteria
- *Review of the movies.* Over 100 youth and adult reviewers from the Sacramento and Los Angeles areas were recruited to review the movies.
- *Data input, review and analysis.* Data from the reviews were then compiled, checked and analyzed.

The Results:

Note: The data used in Category I is derived from all 133 movies reviewed.

I. A Look at incidents of tobacco use by movie, rating and studio.

A. Overall comparison of incidents:

One way of evaluating tobacco use in the movies is to measure the extent of tobacco use. Ninety four or 71% of the 133 movies reviewed had 0-24 incidents of tobacco use. Of these ninety four, 30 or 23% had 0 incidents. Only five movies had more than 74 incidents with *Ed Wood*, *Wyatt Earp*, and *Pulp Fiction* going over the 99+ count. Twenty four movies or 18% ended up in the 25-49 incidents and 10 or 8% had 50-74. The average number of incidents per movie was 19. The good news here is that approximately half of the movies reviewed had 0 - 10 incidents.

B. Comparison of incidents in relation to movie rating.

The question here was whether there is a relationship between rating and tobacco use. Do movies targeted for younger audiences use less tobacco than movies targeted for more mature audiences? The study found there was less than one incident on the average for G Rated movies and over 25 for R rated movies. The average is 12 for PG movies and 18 for PG13.

What the averages do not show is that there was a considerable range of tobacco use within the PG, PG13 and R rating categories. While there were PG movies with over 50 incidents, there were R rated movies with 0.

C. Comparison of incidents by studio.

Does the amount of tobacco use vary by studio? The answer appears to be a significant "yes". Incidents of tobacco ranged from an average of 6 per movie for Walt Disney Pictures to 45 for Miramax Films. It should be noted again that this study was limited to one year and did not include movies with under \$5 million in domestic box office receipts. Results could therefore vary substantially by expanding these parameters. The following chart provides details on the results:

Studio	Movies*	Rating**	Incidents***
Walt Disney Pictures	8	1.6	6
Twentieth Century Fox	12	2.8	10
Universal Pictures	14	3.1	11
Hollywood Pictures	10	2.7	12
Columbia Pictures	10	3.3	15
Paramount Pictures	13	3	16
New Line Cinema	8	3	17
MGM Pictures	6	3.2	21
TriStar Pictures	8	3.1	24
Warner Bros.	16	3.4	26
Castle Rock Entertainment	6	3.3	34
Miramax Films	7	3.9	45

* Movies: Number of movies reflects the number of movies reviewed which were produced and/or distributed by the various studios. Studios were not included in this chart which produced less than five movies in the survey.

** Rating: Average ratings were found by assigning a value of 1 for a studio's G rated movies, 2 for PG movies, 3 for PG13 movies and 4 for R movies. The results were then added up and divided by the number of movies. A studio which produced two PG13 movies and two R movies would have an average rating of 3.5.

*** Incidents: Average incidents were found by adding up the number of incidents for all of the movies of a particular studio and then dividing by the number of movies.

NOTE: The data included in Categories II-V is derived from the 103 movies which displayed tobacco use.

II. Type of tobacco used.

A. Type of tobacco used in general:

Which types of tobacco were used most frequently? Not surprisingly, 86% of the movies which displayed tobacco use included cigarette smoking. 52% of the movies included cigar smoking. 12% of the movies included pipe smoking and 7% included chewing tobacco. In 42% of the movies cigarettes were used alone, 10% showed cigar use alone and only 1% showed pipe use alone. None showed chew alone.

B. Type of tobacco used most often:

Once again, cigarettes came out on top by being used most often in 69% of the movies. Cigars had another strong showing being used most often in 22% of the movies. Pipes were used most often in 3% and chew in 0%. 'Too close to call' was the case in 8% of the movies.

With the strong, positive portrayal of cigar use in the movies, the question becomes whether this will lead to an increase in cigar smoking. The 1992 California Department of Health Services survey of tobacco use in California showed that cigar use made up less than 3% of the total tobacco used. Compare this figure with the fact that cigar use occurred in 52% of the movies, was the type used most often in 22% and was the only type used in 10%! It will be interesting to track the level of California cigar use as more recent figures become available.

III. Who is using tobacco in the movies?

The issue here is one of role models. The assumption is that a young person identifying with the actor or actress who uses or doesn't use tobacco impacts how he or she feels about tobacco use.

- Lead and/or supporting actors used tobacco in 82% of the movies in which tobacco was used.
- 7% of these movies showed young people under the age of 18 using tobacco.
- Caucasians used tobacco in 92% of the movies, African Americans in 17%, Hispanic/Latinos in 8% and Asians in 8%. (Note this may be a reflection of the makeup of the movie character population.)
- 44% of the movies with tobacco use showed women using tobacco while 94% of the movies showed men.

IV. Brand exposure in the movies.

- Twenty percent of the movies with tobacco use included specific brand exposure. The pack of cigarettes might have been identified by a recognizable logo such as Lucky Strikes or Marlboro but a specific brand name was not shown or mentioned. The number of times a product was shown in any given movie ranged from 1 - 5.
- Marlboro was the pack leader and showed up in 10% of the movies. The rest were scattered between Lucky Strikes, Kool, Virginia Slims, Salem, Camel, and Viceroy.

V. Anti-tobacco messages.

A significant number of performers and creators are addressing the issue of tobacco use in the movies. The range is from specific comments to visual cues regarding tobacco use being depicted in movies.

In 33% of the movies where tobacco was used some type of anti-tobacco statement was made. Often the movie would include more than one type of message. Comments by characters were made in 23% of the movies, visual cues were provided in 10% of the movies and no smoking signs were shown in 6% of the movies.

CONCLUSION

This report has shown that there are people in Hollywood willing to write tobacco out of scripts. It has also shown that there are actors willing to speak out about unnecessary use in the movies. Still, the allure of tobacco as an effective prop, its actual use within the entertainment industry and society, plus the possibility of encouragement from the tobacco industry have assured it a continuing role in the movies. The high number of incidents in selected movies, the positive portrayal by leading performers, and the increasing use of cigars all demonstrate the need to work with the entertainment industry more effectively to educate creators and performers about the possible effects of tobacco use in movies upon our next generation of teenage tobacco users.

Substituting other props for tobacco and reducing the positive portrayal of tobacco use are two steps the entertainment industry can take to help curtail the pro-tobacco images youth receive through the movies.

For more information contact:
American Lung Association of Sacramento-Emigrant Trails
909 12th Street, Sacramento, CA 95814
(916)444-5864



Thumbs Up! Thumbs Down!

Tobacco Fact Sheet on Advertising and Image



Advertising:

- ◆ Cigarette advertisements tend to emphasize youthful vigor, sexual attraction and independence themes, which appeal to teenagers and young adults struggling with these issues. (American Lung Association)
- ◆ A recent study, tobacco advertising and promotion play a stronger role than peer or parental smoking in increasing adolescent's susceptibility to begin smoking. (*Influence of Tobacco Marketing and Exposure to Smokers on Adolescent Susceptibility to Smoking*. Journal of the American Cancer Institute, October 1995)
- ◆ Increasingly, tobacco companies market their products through promotional activities that reach youth. These activities include sponsoring sporting and musical events, distributing specialty items that bare brand names, and encouraging stores to carry point-of-sales displays. (Surgeon General's Report, February 1994)
- ◆ About 85% of adolescent smokers who buy their own cigarettes usually buy Marlboro, Newport, or Camel cigarettes, the most heavily marketed brands. (Centers for Disease Control. Comparison of Cigarette Brand Preference of Adult and Teenage Smokers, 1992)
- ◆ Cigarette promotions televised sporting and entertainment events heavily expose large numbers of youth to implicitly pro-smoking messages. During the 1989 Marlboro Grand Prix Telecast, for example, the Marlboro logotype was seen or mentioned nearly 6,000 times and was visible for 46 of the 94 minutes the race was broadcast. (Blum A. The Marlboro Grand Prix - Circumvention of the Television Ban on Tobacco Advertising. New England Journal of Medicine 1991)
- ◆ Persuasive advertising and promotion add to the difficulties of those trying to stop smoking by projecting the impression that smoking is a normal activity indulged by almost everyone (American Lung Association).

Image:

- ◆ Cigarette advertisements appear in publications with large teenage readership. In *Glamour*, 25% of whose readers are females 18 year old and under, cigarette advertising expenditures were \$6.3 million in 1985. In *Sports Illustrated*, 33% of whose readers are males under 18, cigarette advertising expenditures were \$29.9 million in 1985. (Davis, RM. Current Trends in Cigarette Advertising and Marketing. New England Journal of Medicine 1987)
- ◆ The Tobacco Industry has developed potent lures for adolescent girls. The prominent use of women's magazines to sell cigarettes using ads link smoking to fashion, beauty and slinness. (American Lung Association)
- ◆ Advertising and promotion for tobacco products often are misleading and deceptive. Tobacco advertising and promotion project images of smoking as fun, sexy, glamorous, macho, and most insidiously, healthy. (American Lung Association)
- ◆ Ads for tobacco products have become short on words and facts-- and long on visual images that suggest positive associations.
 - * Cigarette ads visually associate smoking with independence, healthfulness, adventure-seeking, and physical attractiveness--themes that appeal to young people.
 - * These attractive pictures suggest that smoking is a powerful tool for improving self-image. Young people with low self-esteem are particularly receptive to these message.
 - * The persuasiveness of cigarette advertising may suggest the smoking is more common than it really is. Young people are far more likely than adults to greatly over-estimate the prevalence of smoking. (Surgeon General's Report, February 1995)
- ◆ The initiation and development of tobacco use among children and adolescents progresses in four stages: (American Lung Association)
 - * forming attitudes and beliefs about tobacco
 - * trying to experiment with it
 - * regularly using tobacco
 - * being addicted
- ◆ If adolescents stay tobacco-free, most will remain tobacco-free for the rest of their lives. (Preventing Tobacco Use Among Young People: A report by the Surgeon General.)

 **AMERICAN LUNG ASSOCIATION.**
of Sacramento-Emigrant Trails
909 12th Street, Sacramento, CA 95814 (916) 444-LUNG

American Lung Association® Fact Sheet

SMOKING

Smoking-related diseases claim an estimated 419,000 American lives each year, including those affected indirectly, such as babies born prematurely due to prenatal maternal smoking and some of the victims of "secondhand" exposure to tobacco's carcinogens. Smoking costs the United States approximately \$97.2 billion each year in health-care costs and lost productivity.

- Cigarettes contain at least 43 distinct cancer-causing chemicals. Smoking is directly responsible for 87 percent of lung cancer cases and causes most cases of emphysema and chronic bronchitis. Smoking is also a major factor in coronary heart disease and stroke; may be causally related to malignancies in other parts of the body; and has been linked to a variety of other conditions and disorders, including slowed healing of wounds, infertility, and peptic ulcer disease.
- Smoking in pregnancy accounts for an estimated 20 to 30 percent of low-birth weight babies, up to 14 percent of preterm deliveries, and some 10 percent of all infant deaths. Even apparently healthy, full-term babies of smokers have been found to be born with narrowed airways and curtailed lung function. Only about 30 percent of women who smoke stop smoking when they find they are pregnant; the proportion of quitters is highest among married women and women with higher levels of educational attainment. In 1993, 15.8 percent of women who gave birth smoked during pregnancy.
- Smoking by parents is also associated with a wide range of adverse effects in their children, including exacerbation of asthma, increased frequency of colds and ear infections, and sudden infant death syndrome. An estimated 150,000 to 300,000 cases of lower respiratory tract infections in children less than 18 months of age, resulting in 7,500 to 15,000 annual hospitalizations, are caused by secondhand smoke. A 1992 study of the urine analysis of several hundred children exposed to smoke revealed significant levels of cotinine, the major metabolite of nicotine.
- Secondhand smoke involuntarily inhaled by nonsmokers from other people's cigarettes is classified as a known human (Group A) carcinogen, responsible for approximately 3,000 lung cancer deaths annually in the U.S. nonsmokers.
- Almost twenty-three million American women are smokers. Current female smokers aged 35 years or older are 12 times more likely to die prematurely from lung cancer than nonsmoking females. More American women die annually from lung cancer than any other type of cancer; for example, lung cancer caused 56,291 female deaths in 1993, compared to 43,555 caused by breast cancer.
- As smoking has declined among the White non-Hispanic population, tobacco companies have targeted both African Americans and Hispanics with intensive merchandising, which includes billboards, advertising in media oriented to those communities, and sponsorship of civic groups and athletic, cultural, and entertainment events.*

* Racial and ethnic minority terminology reflects that used by the Centers For Disease Control.

Smoking/2

- The prevalence of smoking is highest among Native Americans/Alaskan Natives (42.2 percent), next highest among African Americans (27.2 percent) and Whites (26.3 percent), and lowest among Asians and Pacific Islanders (13.9 percent). Hispanics (19.5 percent), are less likely to be smokers than non-Hispanic blacks and whites.
- Tobacco advertising plays an important role in encouraging young people to begin a lifelong addiction to smoking before they are old enough to fully understand its long-term health risk. It is estimated that 3.1 million U.S. teenagers are cigarette smokers; 21.4 percent of high school seniors smoke on a daily basis. Approximately 90 percent of smokers begin smoking before the age of 18.
- The American Lung Association, American Heart Association, and American Cancer Society created the Smoke-Free Class of 2000 in 1988 to respond to former Surgeon General C. Everett Koop's call for a smoke-free society by the Year 2000. Together, the three agencies are focusing on the 3 million children who entered the first grade in 1988, to increase students' awareness and education, to focus media attention on a tobacco-free society, and to place tobacco-use prevention education programs in school health curricula.
- Workplaces nationwide are going smoke-free to provide clean indoor air and protect employees from the life-threatening effects of secondhand smoke. According to a 1992 Gallup poll, 94 percent of Americans now believe companies should either ban smoking totally in the workplace or restrict it to designated areas.
- Employers have a legal right to restrict smoking in the workplace, or implement a totally smoke-free workplace policy. Exceptions may arise in the case of collective bargaining agreements with unions.
- Nicotine is an addictive drug, which reaches the brain faster than drugs that enter the body intravenously. Smokers become not only physically addicted to nicotine; they also link smoking with many social activities, making smoking a difficult habit to break.
- In 1994, an estimated 46 million adults were former smokers. Of the current smokers, 33.2 million persons reported they wanted to quit smoking completely. In 1996, nicotine patches were approved by the FDA for over-the-counter sales, and nicotine gum has been available over-the-counter since April 1996; both help relieve withdrawal symptoms people experience when they quit smoking. Nicotine replacement therapies are helpful in quitting when combined with a behavior change programs such as the American Lung Association's Freedom From Smoking® (FFS), which addresses psychological and behavioral addictions to smoking and strategies for coping with urges to smoke.
- More information is available from the American Lung Association, 1-800-LUNG-USA.

#

American Lung Association® Fact Sheet CIGAR SMOKING

Recent increased publicity of cigar use by celebrities, the introduction of "cigar bars" and the sub-culture of cigar paraphernalia such as humidors and clippers have combined to create a glamorous aura around a deadly product. The American Lung Association, long a crusader in the fight against lung disease and a staunch supporter of tobacco control, feels it is important to respond to common myths related to cigar use with facts.

- According to the U.S. Department of Agriculture Economic Research Service, cigar consumption hit an estimated 2.9 billion in 1996 after an all time low of 2.1 billion in 1993.
- Cigar Aficionado magazine recently reported that premium cigar imports to the United States rose 67% in 1996.
- Although assessing the level of dependence and risk of disease in individual cigar smokers is complicated by the wide variety of cigar products and patterns of smoking, numerous studies have convincingly shown that cigar use is associated with the onset of lung cancer.
- While lung cancer risk is lower for cigar smokers than cigarette smokers, the risk increases with more frequent cigar smoking. Studies show that men who smoke at least five cigars a day are two to three times more likely to die of lung cancer than nonsmokers.
- Cigar smokers have higher death rates from chronic obstructive pulmonary disease, and are four to ten times more likely to contract laryngeal, oral and esophageal cancers than nonsmokers. This risk increases when cigar smoking is combined with heavy drinking.
- Cigar smokers may spend up to an hour smoking a single large cigar that can contain as much tobacco as a pack of cigarettes. The common practice of holding an unlit cigar in the mouth may also enable nicotine absorption. Thus, smoking even a few fat cigars could produce the same level of exposure as that experienced by a pack-a-day cigarette smoker.
- Cigars are a major source of secondhand smoke which contains over 4,000 chemicals – 23 are poisons and 43 cause cancer.
- Unlike cigarettes and smokeless tobacco products, cigar packages are not required to display health warnings. In addition, cigar manufacturers, importers and distributors are not required to submit to the federal government a list of ingredients added to tobacco in the manufacture of cigars.

More information is available from the American Lung Association (1-800-LUNG-USA).

Lighting up: Tobacco has a role in most movies

Recent studies show surprising levels of smoking in films, despite a decline in the habit among the general population.

USA TODAY's Karen Thomas reports on the trend: The smoke appears to be getting thicker.

USA TODAY surveyed 14 films currently playing in theaters nationwide, including this week's 10 top-grossing movies. Seventeen of them included at least one incident of smoking. Ten featured more than 10 smoking scenes. All of the top 10 films featured tobacco use:

1. *William Shakespeare's Romeo & Juliet* (PG-13): 14 smoking incidents. Two major characters, Romeo and Tybalt, smoke throughout the film.
2. *Sleepers* (R): 24. Most main characters (all male) smoke cigarettes, and one minor role features cigar-smoking Camel and Winston brands are shown.
3. *High School High* (PG-13): 26. Smoking is usually shown during group scenes; only the villainous characters smoke.
4. *Larger Than Life* (PG): Seven. Most smoking scenes involve extras; though one of the film's villains, played by Mattew McConaughey, is portrayed as a smoker in one scene. No heroes smoke.
5. *The Ghost and the Darkness* (R): One. A minor character smokes early in the film.
6. *Stephen King's Thelma* (R): Two. A mobster character smokes a cigar; another incident takes place in a bar.
7. *The First Wives Club* (PG): 10. The primary smoker is Goldie Hawn's character, an actress. One minor female character smokes, and one of the husbands holds a cigar.
8. *Dear God* (PG): 25. Near



Swinging in the clouds: Smoldering cigarettes are part of the cocktail lounge scenery for Patrick Van Horn, left; Vince Vaughn, Joe Favreau, Ron Livingston and Alex Desert in 'Swingers'.



Smoke gets in their eyes: Bronson Pinchot, left, and Steve Buscemi in 'Trees Lounge,' a film with more than 40 incidences of smoking.



Cigars make the man: Tim Daly puffs on a cigar in 'The Associate,' in which Whoopi Goldberg, left, holds a cigar, too.

Setting scene for success? Have a cigar

Nothing beats a cigar to signal success.

That's the message at the movies, according to a study by the American Lung Association that found 52% of U.S. films feature cigar smoking. That drumbeat is getting stronger, based on a USA TODAY survey of 18 movies currently in theaters. Ten of them — or 55% — include cigar smoking.

A prime example: *The Associate*, a corporate comedy that prominently features stogie smoking among the very ranked, very powerful executives. Eventually, star Whoopi Goldberg picks up the habit. Negative characters, on the other hand, smoke cigarettes.

In *The First Wives Club*, the three female leads never pick up cigars, but ads and posters for the current box office hit feature the trio with stogies. Paramount refused to send the poster to USA TODAY, saying the studio didn't want to be part of this story.

The predominance of celluloid cigars in

the Lung Association study of 133 films in '94-'95 is one of the most startling findings, says project consultant Curtis McComson, who cites this summer's Independence Day as a prime example. "The cigar becomes the symbol of freedom with a powerful message: If you're a hero, what does a hero do? He smokes a cigar."

The Lung Association estimates 3.5% of U.S. men smoked cigars in 1994. The Cigar Association of America estimates 16 million-12 million U.S. men and women (3.8%-4.5% of the population) now smoke cigars. Ten percent of films with tobacco use featured only cigars, the Lung Association study found.

And while the entertainment community argues that films reflect what's going on among the population, Curtis says the "strong correlation" is that movie smoking is "driving the increase in cigar smoking among the general population."

(PG) 0.

► *To Gillian on Her 37th Birthday* (PG-13): Three. One major player smokes a cigar twice. An extra in one party scene smokes.

► *Get on the Bus* (R): Three. The villain is a cigar-smoker.

► *That Thing You Do!* (PG): 18. None of the main players smoke. Two minor characters do, including a jazz great and a

woman; the one band member falls for. Smoking generally takes place in bars. A DJ smokes a cigar.

► *The Chamber* (R): 16. Most smoking scenes feature the film's villain, played by Gene Hackman. One female lead character also smokes, and at least four extras are shown smoking. One cigar.

► *Swingers* (R): 22. Marlboro is prominently featured,

and one of four cigar scenes features a woman smoking.

► *Michael Collins* (R): 15. Among smokers: The two main characters, played by Liam Neeson and Aidan Quinn.

► *The Big Night* (R): 25. Smoking occurs among both men and women who portrayed positive characters.

► *Trees Lounge* (R): 43. This look at decades of a bar is the week's top smoking film.

Hollywood's cigarette break of sorts

When it comes to movies, the Marlboro Man reigns.

Fewer specific brands are showing up in movies, but the cigarette of choice is a Marlboro.

Only 20% of 103 films that feature tobacco show specific brands, according to a study of 1994-95 movies by the American Lung Association. Half of those films mentioned Marlboro, including kid-targeted *Angels in the Outfield* and *Milk Money*. Marlboro is also the brand most frequently shown in 18 current films surveyed by USA TODAY.

"Considering Marlboro has 50% of the market, it's in sync with the real world," says Tom Lauria of the Tobacco Institute.

While firms in the past placed their cigarettes in films, Lauria says, today "there is no brand placement" and hasn't been since 1990, when it became an industry policy. In fact, the Lung Association expected to see more brands.

Even anti-tobacco activist Stanton Glantz (*The Cigarette Papers*), who studied 30 years of film, says today's movies focus on portraying general tobacco use, not brands. "Marlboro was the most aggressive historically with product placement," he says, "but the industry got its fingers burned."

Still, he says, "I cannot believe that people aren't being paid off and it's hidden very deep."

"We've been told [brand placement] stopped because of the health warnings required," says Larry Deutchman, vice president of Entertainment Industries Council Inc., which works with the entertainment industry on social issues. "It's not worth the negative publicity or the grief."

No waiting to inhale: Cigarettes light up movies

By Karen Thomas
USA TODAY

O Romeo, Romeo ...

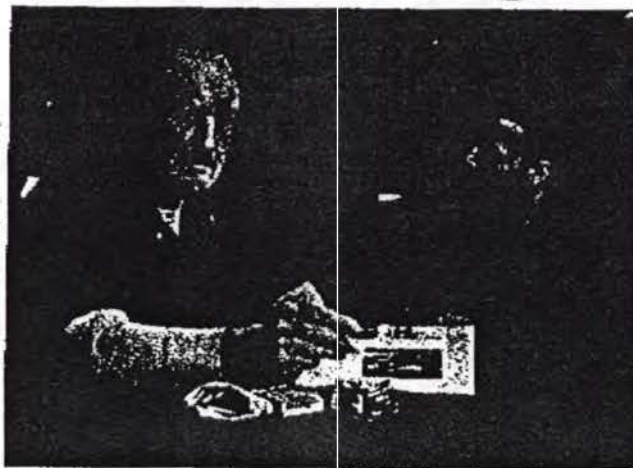
What are you doing with a cigarette at your lips?

In the new Hollywood incarnation of *Romeo & Juliet*, Shakespeare's tragic teen hero broods about his fated love while smoking.

Few films these days are smoke-free. The American Lung Association studied 133 movies released in 1994-95 and found 77% showed tobacco use. It said moviegoers are five times more likely to encounter onscreen tobacco than folks watching TV.

USA TODAY surveyed 18 current films, including this week's 10 top-grossing movies. Only one was smokeless: Disney's *D3: The Mighty Ducks*.

"What you're showing may



Askes to ashes: Gene Hackman flicks his cigarette while talking to Chris O'Donnell, who plays his lawyer-grandson in *The Chamber*.

indeed show a trend suggesting that there's going to be more tobacco in movies, says Curtis Mekemson, project consultant

on the Lung Association study. Since 1991, it has "gotten much worse," agrees University of California-San Francisco

professor Stanton Glantz, whose study of films from 1960-1990 shows tobacco use remained steady.

Larry Deutchman of the Entertainment Industries Council Inc., a group that advises Hollywood on social issues, is equally surprised by the high level of smoking in current films.

He says the politically correct Hollywood of the early '90s is passé. The success of smoke-filled independent films has created a new buzzword: Today's Hollywood aims to be "edgy." More movies will be dark and dangerous, he says. "Smoking has become part of the definition of edginess. And edginess is in."

But anti-smoking activists say movies are portraying widespread puffing "despite the fact that tobacco use among the population as whole

dropped dramatically," Glantz says. Also: Smokers in movies tend to be powerful and in control, an image that echoes tobacco industry advertising.

Celluloid smoking "is not an insidious marketing ploy," says Tom Lauria, spokesman for the Tobacco Institute. "It's up to the creative factors to appropriate the right message."

And Romeo's vice? The film's director declined to be interviewed, but the explanation could lie in actor Leonardo DiCaprio's own smoking habit, suggests Deutchman.

"There's a suicide in *Romeo & Juliet*, too," Lauria says. "Do we think William Shakespeare is in bed with Jack Kevorjian to promote suicide? It's gone too far."

Top 10 films puff-by-puff, Celluloid cigar chic, 60

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Thumbs Up! Thumbs Down!

A PROGRAM TO REDUCE TOBACCO USE IN THE MOVIES

AMERICAN LUNG ASSOCIATION.

FOR IMMEDIATE RELEASE

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Nat'l: Elizabeth Hlinko, 212/315-6473
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'TWISTER' WINS TOP AMERICAN LUNG ASSOCIATION HACKADEMY AWARD FOR BLOWING SMOKE OFF THE BIG SCREEN

LOS ANGELES and SACRAMENTO — The hit movie "Twister" breezed to win the American Lung Association's top Hackademy Award for putting tobacco use in its true light while the nation's top-grossing movie of 1996, "Independence Day," was given the Thumbs Down! Hackie for its dependence on cigars.

They were two of a dozen Oscar-nominated movies that received Thumbs Up! or Thumbs Down! awards for their portrayal of tobacco during the second annual Hackademy Awards, held concurrently in Los Angeles and downtown Sacramento on Thursday, March 20. The Hackademy Awards are a precursor to the Academy Awards, to be held March 24, and are sponsored by the American Lung Associations of Los Angeles County and Sacramento-Emigrant Trails.

The Hackademy Awards are part of the American Lung Association's popular "Thumbs Up! Thumbs Down!" program, which was launched because of the concern over the increased use of tobacco among American teenagers. It is estimated that, each day, 3,000 children smoke their first cigarette, for a total of more than 1 million annually, and that approximately 90 percent of smokers start the habit before they are 18.

"We hope these humorous, yet serious awards will bring the entertainment industry to action," said American Lung Association President Tom Gibson. "The stars in the movies are some of our teenagers' biggest role models, and when they

-more-

Web address: www.lungusa.org/hollywood

PAGE 2/HACKADEMY AWARDS

smoke, it just encourages our young people to take up the habit too."

Meryl Streep's characters received a dubious honor during the Hackademy Awards ceremony, as the actress became the first repeat "winner" of the Thumbs Down! award for her role in "Marvin's Room" as a chain-smoker who lights up in a hospital and also allows her teenager to smoke. Last year, her character Francesca in "Bridges of Madison County" also received a Thumbs Down! for making cigarettes a big part of a love affair.

The Hackademy Awards were presented to nominees in the three top Oscar categories. Since this year's Oscar nominations were filled with independent movies that were not geared toward teenagers, the Thumbs Up! Thumbs Down! youth committee agreed to include a new category, Best Blockbuster, because those hit movies are the ones teenagers flocked to see. The top five highest-grossing movies of 1996 were selected as nominees.

For this year's Hackademy Awards, teens from the Los Angeles and Sacramento areas scoured the Oscar nominees and last year's blockbusters and made note of every tobacco incident. The movies or characters that had a low rate of tobacco use or made anti-tobacco statements received the Thumbs Up! awards, while those that featured gratuitous and glamorous incidents of smoking were awarded Thumbs Down!

"We challenge the entertainment industry to reduce the gratuitous and glamorous portrayals of tobacco in movies and on TV," said Gibeon, the association's president. "And we encourage teenagers and their families to be educated viewers and, as our slogan states, to 'Watch What You're Watching.'"

Here are the winners — and losers — in each category:

BEST BLOCKBUSTER

- Thumbs Up! went to "Twister," a movie that is filled with tension and

-more-

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flying cows, but virtually no smoke. The one smoking incident in the movie occurs on TV just before the big tornado strikes. "We interpreted that to mean the movie was shifting from one disaster — smoking — to another," said Jacqueline Camacho, a teen reviewer from William Workman High School in Pomona, Calif.

- Thumbs Down! went to **"Independence Day,"** for its extensive glorification of cigars, which were lit up throughout the movie to convey victory and celebration. "Sure, in the end they got their independence from the smelly aliens, but now they were dependent on the horrible habit of cigar smoking," said Joel Henderson, a teen reviewer from Mira Loma High School in Sacramento.

BEST PICTURE

- Thumbs Up! went to all five of the Oscar nominees because all of them contained anti-smoking messages. "Smoking in movies is a real turn-off," Camacho said. "Many times, however, movie makers act responsibly by turning the message around and creating an anti-smoking statement."

- Thumbs Down! went to **"Marvin's Room,"** for fueling the age-old stereotype that rebellious teens must smoke. "And some die young too, thanks in part to cigarettes," Henderson said. While **"Shine"** does not portray tobacco in a glamorous way, it earned a dishonorable mention for its excessive use of tobacco, with more than 100 incidents recorded.

BEST ACTRESS

- Thumbs Up! went to **Julliette Binoche's character, Hana,** in **"The English Patient,"** who responds to the patient's request for a smoke by saying, "Are you crazy?" "Way to kick his cigarette butt, nurse Hana!" Camacho said.

- Thumbs Down! went to **Meryl Streep's character, Lee,** in **"Marvin's Room,"** for wanting to light up in a hospital and allowing her teenager to smoke.

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BEST ACTOR

- Thumbs Up! was awarded to **Woody Harrelson's** portrayal of **Larry Flynt** in "The People Vs. Larry Flynt," who discourages his wife from blowing smoke in his face by first waving the smoke away and finally putting the cigarette out.

- Thumbs Down! went to **Tom Cruise** in the title role of "Jerry Maguire," who helped fuel the cigar craze by having stogies at his bachelor party. "Most kids like Tom Cruise, but this role made me gag," said Camacho.

"First Wives Club" received a special Thumbs Down! dishonor for its billboard and poster advertisements portraying the women leads smoking cigars. "Ironically," Henderson said, "none of the female characters smokes cigars in the movie."

The Thumbs Up! Thumbs Down! project also asked visitors to its Web site to vote for the movies that had the best and worst portrayals of smoking, and the People's Choice Award went to "Toy Story." "Here was a blockbuster, youth-oriented film that had absolutely no tobacco use in it," Henderson said.

The "Thumbs Up! Thumbs Down! project is funded through a grant received from the California Department of Health Services, Tobacco Health Protection Act of 1988, Proposition 99. "Thumbs Up! Thumbs Down!" also sponsors the Phlemmy Awards, patterned after the Emmy Awards in September.

The American Lung Association has been fighting lung disease for more than 90 years. With the generous support of the public and the help of our volunteers, we have seen many advances against lung disease. However, our work is not finished. As we look forward to our second century, we will continue to strive to make breathing easier for everyone. Along with our medical section, the American Thoracic Society, we provide programs of education, community service, advocacy and research. The American Lung Association's activities are supported by donations to Christmas Seals and other voluntary contributions. You may obtain additional information via our America Online site, keyword: ALA, or Website at <http://www.lungusa.org>.

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ADVERTISING

Health Activists Light Into Cigars' Glamorous Image

By TARA PARKER-POPE

Staff Reporter of THE WALL STREET JOURNAL

The magazine ad features a fancy tortoise-shell cigar cutter resting on green velvet. Nearby, a fat cigar burns in a crystal ashtray. It looks like another glamorous image of a cigar, except for the pointed tag line: "You can also use it to cut the tumor off your lip."

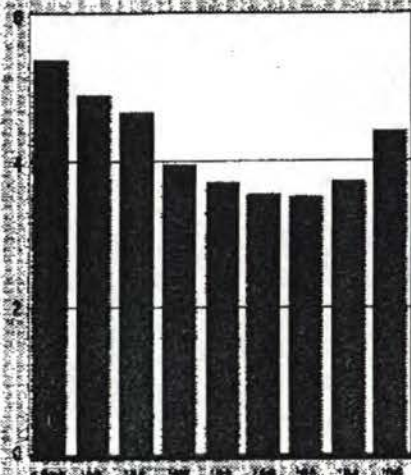
The American Cancer Society ad is just one in a series of new attacks on the trendy cigar industry.

Until now, cigars have enjoyed a free pass in the tobacco debate, even as cigarettes have come under heavy fire. Cigar sales jumped last year, fueled by glamorous magazine covers with stogie-smoking stars like Demi Moore and spots in blockbuster movies like "Independence Day." Even the stiff new Food and Drug Administration rules forbidding the sale of tobacco to young people don't specifically cover cigars.

But public-health crusaders are finally moving to crack down on cigars, the fastest-growing area of the tobacco industry. Former Surgeon General C. Everett Koop and former FDA Commissioner David Kessler, two of the most powerful forces in the tobacco debate and advisers to President Clinton on a proposed tobacco settlement, have called for a crackdown on cigars to be included in the deal. Later this year, the National Cancer Institute will release a report on health problems associated with cigars. And last month, the Centers for Disease Control came out with

Fall and Rise

Cigar consumption in the U.S., in billions of cigars



Source: Cigar Association of America Inc.



Part of an American Cancer Society ad

a report that 27% of teens have tried cigar smoking.

"We're seeing the spotlight increasingly more on cigars," says Norman Sharp, president of the Cigar Association of America. "It was bound to happen."

At the state and local level, Massachusetts lawmakers are pushing for new warning labels on cigars, which don't carry the federal health warnings mandated for cigarettes. And in California, San Francisco health authorities earlier this year filed a

television ad aimed at the "deglamorization" of cigars. In the ad, a woman tosses a cigar on the sidewalk. A man walking his dog uses a pooper scooper to clean it up. The tag line: "Cigars, they look like what they smell like. Don't put them in your mouth."

Meanwhile, Texas this year passed a law banning all self-service tobacco displays, including cigars. And Alaska, Oregon and Utah have all recently raised cigar and other tobacco taxes.

The latest efforts to crack down on cigars still fall short of the attacks on cigarettes. In Massachusetts, for instance, the tobacco-labeling legislation likely will only apply to small and machine-made cigars. That means premium cigars, the fastest-growing segment of the cigar business, with a sales jump of 67% last year, will escape the new controls. In Vermont, a law that places tobacco products behind the counter where children can't reach them excludes cigars if they are in a humidor and under a clerk's control.

But they offer a striking contrast to the long silence on cigars. Health advocates say cigars escaped scrutiny partly because they weren't attracting youthful smokers. Cigars were long considered too stodgy for young adults, let alone kids. "Cigars used to be something that your grandpa smoked," says Nancy Kaufman, vice president of the Robert Wood Johnson Foundation, which conducted the CDC study on youth cigar smoking. But "it's turned into a glamorous thing that appeals to independent-thinking women and young people."

In addition, the scarcity of health data on cigars encouraged a widespread but incorrect belief that if you don't inhale while smoking a cigar, you won't get cancer. In fact, cigar smokers are at considerable risk for disfiguring tongue and throat cancer, public-health officials say. They're also at greater risk of lung cancer than nonsmokers, though not as much as cigarette smokers. Because cigar

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ADVERTISING

Antitobacco Forces Launch Attacks On Cigar Industry

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smokers generally don't inhale and tend to smoke less regularly than cigarette smokers, the hazards are still being debated.

Health officials agree there needs to be more research about cigar smoking. In addition to the National Cancer Institute study, the American Cancer Society in March will host a world scientific conference on the impact of cigar smoking. One area of special concern will be the risks from second-hand cigar smoke, especially for the staff and patrons of smoky cigar bars.

Cigar makers point to another reason cigars have kept a low profile in the tobacco debate. Cigar companies spend a pittance on advertising — just \$4.3 million in nine months, by one estimate — compared with \$4.8 billion spent annually by cigarette companies. Most cigar ads don't appear in the mainstream media but in specialty magazines like *Cigar Aficionado* and *Smoke*. And despite the surge in popularity in the past few years, sales of cigars, at about 4.4 billion units last year, remain far lower than the industry's peak sales of 11.2 billion in 1973.

"The cigar industry sells a product used by adults and marketed to adults," says the cigar association's Mr. Sharp. He says the industry is concerned about youth smoking but notes the CDC study included 18- and 19-year-olds and didn't make clear how many of its respondents were kids and how many were adults. In addition, Mr. Sharp says about 90% of cigars sold in the U.S. already carry warning labels because of a decade-old California hazardous-substances act that includes cigars.

Marvin R. Shanken, editor and publisher of *Cigar Aficionado*, in an editorial in his magazine recently blasted the anticigar movement's "scare tactics." Mr. Shanken, who declined to comment for this article, wrote that an ongoing survey by the magazine has found that 69% of respondents smoke fewer than three cigars a week, while 90% don't inhale when they smoke. "The moderate smoking habits of our respondents just aren't as dangerous as the anticigar folks are trying to portray them," wrote Mr. Shanken.

All the same, Greg Connolly, director of the Massachusetts tobacco-control program, says the health community wants to avoid the mistake it made in the 1980s, when it failed to react to the growing popularity of chewing tobacco. "The tragedy with smokeless tobacco is that we all said it was a fad that was going to go away," says Mr. Connolly. "It didn't, and we woke up too late. We've got to take cigar smoking seriously."

**TALKING IT OVER
BY HILLARY RODHAM CLINTON
FOR IMMEDIATE RELEASE**

My late mother-in-law was a chain smoker for most of her life. Whenever she came to visit us at the Governor's Mansion in Little Rock, she always had to go outside to smoke.

After lighting up one day, she asked Chelsea, who was almost 8, what she wanted for her birthday. "I want you to quit smoking," Chelsea said.

That simple plea from a granddaughter helped end a 48-year addiction to cigarettes. My mother-in-law stopped smoking for good on Chelsea's birthday in 1988.

Children have always been the most persuasive voices in convincing adults to give up cigarettes. I don't think I've ever met a child who hasn't been blunt about his or her aversion to smoke. Consider the fifth-grader who wrote in a letter to my daughter: "I hate smoking. I can't even be around smoke. I cough and choke."

Yet somehow between childhood and adolescence, too many young people forget their better instincts and begin smoking. Adolescents account for the purchase of some 500 million packs of cigarettes a year. On any given day, 3,000 young people become regular smokers. And nearly 1,000 of them will die as a result of their addiction.

Recently, there has been renewed debate over whether tobacco is addictive. I think most of us agree that it is, and we appreciate those loud warnings that Dr. C. Everett Koop, the Surgeon General from 1981 to 1989, gave us when he talked about the dangers of smoking.

Yet while many adults -- elementary-school teachers and parents, especially -- are working to combat the lure of smoking, still others are getting children hooked for life.

Consider this: The Weekly Reader, a popular children's magazine, published articles on smoking between 1989 and 1994 that spread tobacco-industry views and offered limited information about the health effects of smoking, according to a study by a medical professor at the University of California at San Francisco.

It turns out that The Weekly Reader is owned by the same company that at the time owned RJR Nabisco, the country's second-largest maker of cigarettes.

Another study has shown that Joe Camel, the cartoon mascot of Camel cigarettes, is now as recognizable to 6-year-olds as Mickey Mouse. Joe is

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everywhere -- on jackets, baseball caps, gym bags, tank tops. No wonder Camel is the most familiar cigarette brand among 12- to 17-year-olds.

Our children can't even watch their favorite sporting events without seeing the logo of a cigarette brand on a stadium wall or in the background of the television screen. Movies today are filled with characters reaching for a cigarette -- or worse, marijuana, the next step for some kids who get hooked on tobacco. Last fall, for example, I was shocked when my mother and I watched two "family" movies in which the heroines casually smoked marijuana.

What is clear is that commercial interests -- and corporate greed -- are working against our children.

If children can get through their adolescent years without smoking, chances are, they won't light up as adults. And they are less likely to fall down the slippery slope that begins with cigarettes and leads to illegal drugs and other destructive addictions and behaviors.

To help reduce smoking among young people, the Clinton administration has proposed regulations that, if put into effect, would allow cigarettes to be sold only in face-to-face transactions with adults. Tobacco billboards would be prohibited within 1,000 feet of schools and playgrounds. Other billboards and magazines with significant youth readerships could only display black and white, text-only advertising.

Companies would not be allowed to sell or give away products such as hats bearing a cigarette logo or name. Brand names such as Virginia Slims or Winston could not sponsor sporting events (although those events could be sponsored in the corporate name). And the tobacco industry would fund a public education campaign about the dangers children face from smoking.

Whether or not these regulations go into effect, we need to be more vigilant as a society about the social costs of business decisions and how they influence our children.

While we all want to encourage competition and innovation -- hallmarks of American capitalism -- we must strike the right balance between the freedom businesses need to make profits, and the preservation of family and community values. We can't afford to sacrifice either one.

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July 16, 1996

SAMPLE DRAFT

② placement
fee for
smoking -

My best
friend's
wedding -
Julia Roberts

I recently saw the science fiction movie *Contact*. It featured some unusual characters, including a brilliant female scientist, a friendly alien, and my husband as himself. But in one respect, *Contact* was just a typical Hollywood movie, because it featured three typical Hollywood props: the cigarette, the cigar and the pipe.

Last year, 77% of all major motion pictures portrayed the use of tobacco. And in 82% of those movies, it was the stars who smoked. In fact, *every single movie* nominated for a 1996 Academy Award in the categories of Best Picture, Best Actor, and Best Actress featured tobacco use by a leading character.

These are the findings of the *Thumbs Up! Thumbs Down!* project of the American Lung Association of Sacramento-Emigrant Trails, in which more than 100 teenagers spent a year reviewing current movies for tobacco use.

Their findings are bad news for our nation's children.

Let's face it, kids are influenced by the movies they watch. And during the teenage years, when they are making difficult choices about who they are and who they want to become, children are bombarded with conflicting messages from their families, schools, friends, and places of worship. For better or worse, some of the most persuasive messages come from Hollywood. Kids see movie stars as role models, and emulate their speech, dress and behavior.

In *Contact*, one of the leading men, a respected scientist, is smoking a cigar while surrounded by adoring fans and hangers-on at a party. He seems powerful and in control. Another major character, a brilliant researcher, constantly smokes a pipe. When supposedly

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intelligent, cutting-edge scientists are portrayed as smokers, what kind of message is being sent?

Too often, movies glorify smoking, sending a message that tobacco use is cool, hip, sexy or just plain normal. Inevitably, young people will be influenced by such messages. Many will try tobacco, and sadly, those who start in their teens often find they are unable to quit.

Approximately 90 percent of smokers begin smoking before the age of 18. According to former Commissioner of Food and Drugs David A. Kessler, M.D., "Nicotine addiction is a pediatric disease that often begins at 12, 13, and 14 only to manifest itself at 16 and 17 when these children find they cannot quit. By then our children have lost their freedom and face the prospect of lives shortened by terrible diseases."

Despite the dire consequences, tobacco use among teens is on the rise. Between 1991 and 1995, the percentage of eighth- and tenth- graders who smoked increased 34 percent. Recently, cigars have become trendy. According to a study released by the Robert Wood Johnson Foundation in May, twenty-seven percent of children between the ages of 14 and 19 have smoked a cigar in the last year.

Certainly, parents have the first responsibility to send clear and consistent messages about tobacco use. But parents cannot do it alone. We as a society must do more to help ensure that teenagers receive responsible messages about tobacco use.

Almost a year ago, the President announced a comprehensive program to prevent children and teens from beginning a lifetime of addiction to tobacco. The President's

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program reduces minors' access to tobacco products and limits the types of tobacco advertising that are most likely to appeal to children.

Now, leaders of the motion picture industry should do their part.

I am not suggesting that we eliminate the portrayal of smoking in motion pictures. But too often, tobacco is an unnecessary accessory. It was unnecessary for the lead character in *Jerry Maguire*, and his friends, to smoke their way through Jerry's bachelor party. It was unnecessary for the heroes of *Independence Day* to light up in celebration of their victory over the aliens. And it was unnecessary for the three stars of *The First Wives Club* to glamorize cigar smoking on movie posters and billboards, especially when none of these characters smoked cigars in the movie itself!

I hope the movie industry will begin to write gratuitous tobacco use out of their scripts. Smoking that is "necessary" to the plot or character development should be considered carefully. And above all, tobacco use should never be portrayed *positively*.

As Dr. Kessler notes, "For too long, we have sent conflicting messages to our children and then have acted surprised when they begin to smoke." Each of us must accept responsibility for the messages being sent to children. Rather than undermining parents, Hollywood should join the effort to protect our kids—society's future leading men and ladies—from the dangers of smoking.

WORD COUNT: 757