

“THE INDUSTRY WE SEEK TO NEGATE IS POWERFUL AND RESOURCEFUL. EACH NEW EFFORT TO REGULATE WILL BRING NEW WAYS TO EVADE. STILL, WE MUST BE EQUAL TO THE TASK. FOR THE STAKES INVOLVED ARE NOTHING LESS THAN THE LIVES AND HEALTH OF MILLIONS ALL OVER THE WORLD.”

— U.S. SEN. ROBERT KENNEDY, SEPT. 12, 1967

*spearheading the campaign that ended tobacco advertising on TV and radio in 1970.
The tobacco industry subsequently turned to systematic product placement in motion pictures.*

MOST U.S. MOVIES rated PG-13 and R feature tobacco images. But most films now avoid showing or mentioning a particular tobacco brand.

This makes *Bobby* all the more exceptional.

If *nobody* smoked in this fictionalized, 1968-era movie pinned to the assassination of Sen. Kennedy, would anyone think the events less authentic? Of course not. So why the Marlboro brand display?

Nearly forty years after Sen. Kennedy's bold leadership helped push tobacco advertising off the air, overseas divisions of tobacco companies, like Philip Morris International, still face no U.S. legal obstacles to putting their product in films.

And no U.S. studio or producer risks legal sanctions for taking *anything* from *anyone* to push tobacco on screen.

Is that why *one in six* top box office films in 2005 featured tobacco brands, including two Keira Knightley vehicles, *Dominio* and *The Jacket*, and eleven kid-rated movies like Viacom's *Bad News Bears* and *The Longest Yard*?

Sen. Kennedy was a leader in the fight to protect

BOBBY (2006: SONY/
THE WEINSTEIN CO.)
features a 30-second,
two-angle, center-
screen display of the
Marlboro brand.



people from the predatory tobacco marketing that kills eight times as many Americans every year as died in the entire Vietnam War. Badging *Bobby* with Marlboro is a travesty: either corrupt or inept.

After all, as the market leader, Marlboro directly and perpetually profits from any tobacco promotion on screen, branded or not. *Policy solutions include:*

- 1) Stop showing tobacco brands, ever.
- 2) Producers of future films with tobacco imagery should publicly certify, in the credits, that nobody connected to the production solicited or accepted a consideration from a tobacco company or its agents.

Bobby's producers can make a genuine social contribution by certifying no payoffs. Sony and The Weinstein Company should take the lead in stipulating this certification in future distribution agreements.



THE JACKET (R: Time Warner) features Winston, Lucky Strike and Kool, all from British American Tobacco. Viacom's PG-13 *BAD NEWS BEARS* and *THE LONGEST YARD* picture Philip Morris' Marlboro, the brand favored by new, teen smokers.

See all four policy solutions at SmokeFreeMovies.ucsf.edu

