

# Remove Tobacco from Movies Viewed by Youth

## A YOUTH –DRIVEN PUBLIC PETITION

The Entertainment Industry is a powerful influence in our society. When tobacco use is depicted in an unrealistic and glamorous manner, the entertainment industry is promoting a deadly and addictive behavior. Scientific studies have found that 52 percent of smoking initiation among adolescents can be attributed to smoking in movies, which suggests that reducing adolescent exposure to smoking in the movies could significantly reduce the number of youth who initiate smoking.

Therefore, we, the undersigned, call upon the entertainment industry to adopt the following modification in the ratings system:

*Tobacco use will be eliminated from all newly produced G, PG and PG-13 movies unless the Rating Board determines by special vote that the presentation of tobacco clearly and unambiguously reflects the dangers and consequences of tobacco use or represents accurately the smoking behavior of an actual (as opposed to fictional) historical figure and thereby responsibly reflects the opinion of American parents.*

Name	City	Age
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Please make additional copies of this blank petition form as needed. Signed petitions should be sent to:

Dan Glickman, President  
Motion Picture Association of America (MPAA)  
1600 Eye Street NW  
Washington, DC 20006