



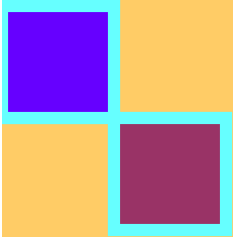

Tobacco and Entertainment
Strategies from Inside Hollywood



Ruffian Entertainment
Deirdre Imershein, President



Vision Statement

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- n Reduce Onscreen Tobacco Use without Alienating a Powerful Industry
 - n Use the Power and Language of Hollywood to change Onset Tobacco Use from the Inside
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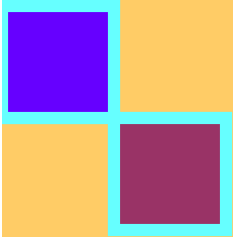



Goal and Objective

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- n Reduce Tobacco Use by Influential Actors onscreen
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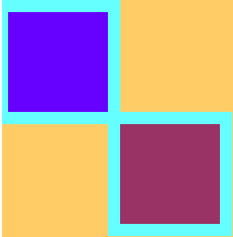



Today's Situation

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- n Emphasis on R rating has alienated Hollywood Community from Message
 - n Poor statistics and inflated numbers are easily found out by Hollywood Community and MPAA
 - n Many Hollywood Insiders have been treated poorly by the anti-tobacco community
 - n Infighting and lack of funding sends a mixed message
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How Did We Get Here?


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- n STARS Project and “Scene Smoking” successfully brought Hollywood into dialogue
 - n Funding ended for all dialogue based programs
 - n R rating approach has failed
 - n Hollywood is branded as uneducable
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Available Options



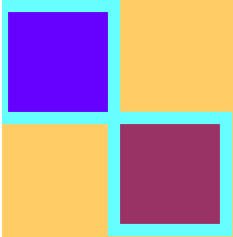
n USE LOCAL LABOR LAWS TO CONTROL TOBACCO ON TV AND FILM SETS

1. Protect Child actors on set from being in scenes using tobacco
 2. Limit labor force allowed on set when using tobacco in a scene
 3. Force sitcoms filmed in front of live studio audiences to shoot tobacco scenes separately
 4. Convince labor unions to charge fees for exposing workers to tobacco smoke (ETS) that pay directly into pension and health funds
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RESULT: Financial cost to Hollywood outweighs need to include tobacco



Recommendation

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- n Fund real tobacco cessation for the entertainment industry *at a working studio*
 - n 1. Live on-call counselors
 - n 2. Cessation classes
 - n 3. Online support
 - n Concurrently, obtain actual numbers of which *working* actors smoke, and those that smoke onscreen
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