



DEPARTMENT OF THE ATTORNEY GENERAL

**News Release**

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GOVERNOR

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**ATTORNEY GENERAL MARK BENNETT AND OTHER  
ATTORNEYS GENERAL ASK HOLLYWOOD TO UTILIZE  
ANTI-SMOKING MESSAGES FOR DVDS**

(HONOLULU) --- Attorney General Mark Bennett announced that he and 40<sup>1</sup> other attorneys general have again called upon Hollywood's major motion picture studios to insert anti-smoking public service announcements in all DVDs, videos, and other newer home viewing formats of movies in which smoking is depicted. The attorneys general have sent each studio three anti-smoking campaign messages that were created by the American Legacy Foundation and that are available at no cost for the studios' unlimited use. Hawaii Governor Linda Lingle is on the Board of Directors of the American Legacy Foundation.

"I hope the studios accept the offer we have made," said Attorney General Bennett. "Smoking by kids is a serious problem in the United States. Some movies present and have presented smoking in a very glamorous light. I hope our major motion picture studios will do the right thing," added Attorney General Bennett.

The attorneys general's letter follows an earlier November 2005 request by 32 attorneys general, including Attorney General Bennett, to the studios to help prevent youth smoking by inserting anti-smoking messages on movies that depict smoking. Motion Picture Association of America President Dan Glickman wrote to the attorneys general that only the individual companies could decide whether to run PSAs on DVDs or videos and that the industry would consider PSAs as one possible idea in an overall anti-smoking campaign effort. To date, the attorneys general have received no further indication from the studios or the MPAA of progress on an anti-smoking PSA effort.

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<sup>1</sup> Alaska, Arizona, Arkansas, California, Connecticut, District of Columbia, Delaware, Florida, Hawaii, Idaho, Illinois, Iowa, Kansas, Kentucky, Louisiana, Maine, Massachusetts, Maryland, Minnesota, Montana, Nevada, New Hampshire, New Jersey, New Mexico, New York, Northern Mariana Islands, Ohio, Oklahoma, Oregon, Pennsylvania, Puerto Rico, Rhode Island, South Dakota, Tennessee, Utah, Vermont, Virgin Islands, Washington, West Virginia, Wisconsin and Wyoming.

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Anti-Smoking Messages For DVDs

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The September 5, 2006 letter and the earlier request were sent to the CEOs of Paramount Pictures, The Walt Disney Company, Miramax Films, DreamWorks SKG, Sony Pictures Entertainment, MGM Pictures, Universal Pictures, Warner Brothers Studios, Fox Filmed Entertainment, and New Line Cinema. Today's letter was also sent to the CEOs of three independent studios: Lionsgate, MTV Network and The Weinstein Company. Please see attached a copy of the September 5, 2006 letter.

The three anti-smoking public service announcements may be viewed at <http://www.naag.org/issues/issue-tobacco.php>.

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