



Something Spinks in Hollywood!

How movies sell smoking. How to help them quit.

This new DVD contains over 50 scenes from recent youth-rated Hollywood movies, 18 other video clips, and 15 slideshows.

It also includes a printable, 122-page discussion guide (either print it from the disc or download it from our website) with detailed questions and answers for teachers and workshop leaders.

Lights! (The problem)

► Name that movie!

A montage of smoking scenes from 12 recent movies. See how many movies you can identify. Then play the montage again -- with titles -- to see how many you got right. Why do you think so many movies include smoking?

► What's the problem?

There's lots of on-screen smoking. It encourages kids to smoke. And the problem's getting worse. See the latest scientific research for yourself.

► Secrets & Lies

Explore the history of Big Tobacco's secret relationship with Hollywood in more depth. Learn about product placement and read excerpts from secret documents showing how tobacco companies placed their brands in movies (and how they denied doing it). Finally, watch the movie scenes that Big Tobacco bought.

► Corrupt or stupid?

The big tobacco companies are now legally prohibited from paying anyone to get smoking or tobacco brands into movies. Then why is the problem getting worse? Is Hollywood corrupt, or stupid? Or is there another answer?

► The view from Hollywood

Hollywood actors, writers and directors talk about on-screen smoking, freedom of speech and Hollywood's responsibility. What do you think of their arguments?

► Movies & advertising

The links between movies and advertising, including films that show specific tobacco brands, smoking in movie trailers, advertising in movie theaters and movie-themed cigarette ads.

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Camera! (The movies)

► Browse by title

This section of the DVD contains over 50 scenes from recent youth-rated Hollywood movies showing smoking and/or tobacco brands.

101 Dalmatians	X-Men
Charlie's Angels	Barbershop 2
Chicago	Harry Potter
Matchstick Men	Lord of the Rings
Men in Black	School of Rock
Mona Lisa Smile	Seabiscuit
The Perfect Storm	S.W.A.T.
Secret Window	Uptown Girls
Starsky and Hutch	What Women Want

► Browse by theme

Explore how recent Hollywood movies create images and situations that stimulate a variety of emotional responses, then transfer those emotions to the act of smoking.

Glamorous	Rebellious
Sexy	Tough
Calming	Evil

Action! (What you can do)

► Overview

How to achieve smoke free movies.

► 4 goals

The four goals of the Smoke Free Movies campaign.

► The "R" rating

Why it makes sense.

► Action steps

What you can do for smoke free movies.

► Learn more

Where to go for more information.

Produced by the New Mexico Media Literacy Project in association with Smoke Free Movies.

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