

Academy Award nominations, announced January 24, offer a snapshot of Hollywood and smoking. Main points:

MAJORITY OF OSCAR® NOMINATED MOVIES INCLUDE TOBACCO

- 30 different feature-length films were nominated in broadest Oscar categories.* We know the tobacco status of 26 of these films. Of these 26 films, 20 (77 percent) include tobacco imagery.
- 56 percent (10/18) of 18 Oscar-nominated films *youth-rated* PG or PG-13 whose tobacco status is known include tobacco imagery.
- Of the 10 Oscar-nominated films rated "R" whose tobacco status is known, all include tobacco.
- Nearly half of nominated films known to include tobacco are youth-rated, PG or PG-13 (48 percent, 10/21).
- Of the 10 youth-rated films with tobacco, only 3 (33 percent) even carry small-print "smoking" descriptors in their MPAA ratings: *Hugo*, *Midnight in Paris* and *Rango*.

(For more on these labels, see ad #83 at www.smokefreemovies.ucsf.edu/ourads/.)

MINORITY OF NOMINATED LEAD/SUPPORTING ROLES INCLUDE TOBACCO

- 20 actors were nominated for Oscars. We know the tobacco status of 18 of the roles. Of these, 5 (28 percent, 5/18) included tobacco use.
- Tobacco use was higher among "Leading" roles (50 percent; 4/8 whose tobacco status is known) and lower among "Supporting" roles (1/9 known; 11 percent).

COMMENT

Some of the central characters in these films smoke, but most do not. If smoking is essential, stand up and take an "R." If smoking is peripheral to the story, why include it at all?

Oscar nominations are not representative. They're not designed to be. For example, several main characters in *The Help* smoke, but none of those actors were nominated for Oscars. *Rango*, like *The Help*, had 50+ tobacco incidents and delivered heavy youth-rated tobacco exposure to audiences, but actor nominations don't reveal that, either. Background or foreground, good guy or bad guy, lots at once or a little, it's the cumulative exposure that counts.

This snapshot shows that tobacco still plays an oddly persistent role in Hollywood films, even in PG-rated animated films. The history of tobacco payola and the continuing harm to kids' health can't be ignored. Unlike the art and craft of film recognized at the Academy Awards, on-screen smoking is nothing to celebrate.

Actors nominated in smoking roles (known):

The Artist	Jean Dujardin	Best Actor	PG-13
The Girl with the Dragon Tattoo	Rooney Mara	Best Actress	R
Tinker Tailor Soldier Spy	Gary Oldman	Best Actor	R
Moneyball	Brad Pitt	Best Actor	PG-13
My Week with Marilyn	Kenneth Branagh	Best Supporting	R

Note: Brad Pitt and Kenneth Branagh both portrayed actual people who actually used tobacco: respectively, A's baseball general manager Billy Beane and actor Lawrence Olivier. These portrayals would qualify for one of the two exceptions to the proposed adult ("R" in US) rating. The other exception is for unambiguous depiction of the dire health consequences of tobacco use.

LIST OF FILMS NOMINATED FOR ACADEMY AWARDS

FILMS	RATING	COMPANY	SMOKING?
A Better Life	PG-13	Lionsgate	N/A
A Cat in Paris	NR	Gkids	N/A
A Separation	PG-13	Sony	N/A
Albert Nobbs	R	Liddell	Yes
Anonymous	PG-13	Sony	No
Beginners	R	Comcast	Yes
Bridesmaids	R	Comcast	Yes
Chico & Rita	NR	Hanway	N/A
Extremely Loud & Incredibly Close	PG-13	Viacom	No
Harry Potter...Hallows Part 2	PG-13	Time Warner	No
Hugo	PG	Viacom	Yes
Jane Eyre	PG-13	Comcast	Yes
Kung Fu Panda 2	PG	Viacom	No
Margin Call	R	Lionsgate	Yes
Midnight in Paris	PG-13	Sony	Yes
Moneyball	PG-13	Sony	Yes
My Week with Marilyn	R	Weinstein	Yes
Puss in Boots	PG	Viacom	No
Rango	PG	Viacom	Yes
The Artist	PG-13	Weinstein	Yes
The Descendants	R	News Corp.	Yes
The Girl with the Dragon Tattoo	R	Sony	Yes
The Help	PG-13	Disney	Yes
The Ides of March	R	Sony	Yes
The Iron Lady	PG-13	Weinstein	Yes
The Tree of Life	PG-13	News Corp.	Yes
Tinker Tailor Soldier Spy	R	Comcast	Yes
W.E.	R	Weinstein	Yes
War Horse	PG-13	Disney	Yes
Warrior	PG-13	Lionsgate	Yes

EXCEL spreadsheet (.xls) with more detail is available from jono@onbeyond.com.

SOURCES: oscar.go.com/nominees; Thumbs Up! Thumbs Down!, a project of Breathe California of Sacramento-Emigrant Trails (scenemoking.org) for tobacco status of top-grossing films; screenit.com, commonsensemedia.org and Ontario's www.ofrb.gov.on.ca for some other films.

CORRECTIONS/ADDITIONS: *The Descendants*' MPAA rating corrected to "R," *Albert Nobbs* tobacco content confirmed.

* Categories include: Best picture, best actor/actress in leading/supporting role, animated feature, cinephotography, art direction, costuming, directing, editing, writing (original and adapted). While one foreign language film was nominated in best writing, we did not include best foreign, documentary or short film categories because our sources lack data on the majority of limited-release films.

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