

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN®



Mr. K. Rupert Murdoch
Chairman and CEO
News Corporation
1211 Avenue of the Americas
New York, NY 10036

January 21, 2010

Dear Mr. Murdoch:

We are writing to share our deep concern with the prominent tobacco imagery in your company's current PG-13 release, *Avatar*. As you know, in her first line of live dialogue, Dr. Grace Augustine (portrayed by Sigourney Weaver) demands, "Who has my goddamn cigarette? Guys? What's wrong with this picture?" and then proceeds to smoke through the rest of the scene.

Because your company's 2005 policy on tobacco content is not public, it is impossible for us to know if your policy condones or discourages such content. Given the level of smoking in *Avatar*, we can only assume the policy condones smoking in youth-rated films, despite its known health consequences.

There is a global scientific agreement that motion pictures are extraordinarily effective at recruiting new young smokers. It is also clear that studios' film-by-film, scene-by-scene approaches to discouraging tobacco content in youth-rated films is inadequate to protect young audiences. Instead, a recognized, industry-wide standard is required to eliminate tobacco imagery from youth-rated films. Forty years' experience shows the R-rating is the right tool for the job.

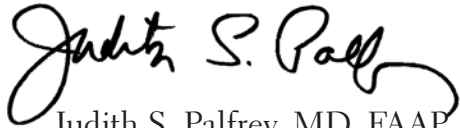
For every \$100 million *Avatar* earns at the domestic box office, the film delivers an estimated 40 million tobacco impressions to viewers. To date, *Avatar* has grossed \$1.7 billion worldwide.

We respectfully ask you to adopt policies and practices that will eliminate smoking and other tobacco imagery (except for actual historical figures who actually smoked and films that show the actual dangers of smoking) from all News Corp. youth-rated films and


use Twentieth Century Fox's position on the Motion Picture Association of America's (MPAA) Board of Directors to implement the "R" for tobacco as definitive rating policy.

Your leadership on this issue can protect the health of millions.

Sincerely,



Judith S. Palfrey, MD, FAAP
President
American Academy of Pediatrics



Nancy Brown
CEO
American Heart Association



Cheryl Heaton, Dr.P.H.
President and CEO
Legacy



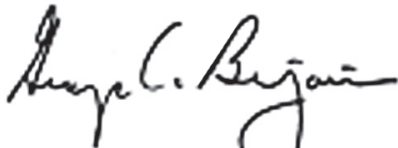
Charles D. Connor
President and CEO
American Lung Association



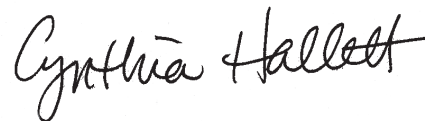
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Matthew L. Myers
President
Campaign for Tobacco-Free Kids



Stanton A. Glantz, PhD
UCSF Professor of Medicine
Director, Smoke Free Movies

cc: Chase Carey, Deputy Chairman, President and COO, News Corp.
James Gianopulos, Co-Chairman, Fox Filmed Entertainment
Thomas Rothman, Co-Chairman, Fox Filmed Entertainment

Please direct reply to: Stanton A. Glantz, PhD, Professor of Medicine, University of California, San Francisco, 530 Parnassus Avenue, Suite 366, San Francisco CA 94143-1390