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Entertainment

A Powerful Tool in Communicating Health Issues

PREMISE

The entertainment industry has the ability to create, reinforce and normalize messages. The Office on Smoking & Health, Centers for Disease Control and Prevention (CDC) is but one of many organizations sharing the responsibility to encourage the denormalization of tobacco use in entertainment.

STRATEGIES & TECHNIQUES FOR DEVELOPING/CREATING ENTERTAINMENT PARTNERSHIPS

- Build relationships – with local television, radio and news personalities, actors, directors, organizations and agencies (including talent and sports agents). They remember you as a reliable and cooperative resource for information or referral.
  - Join professional organizations (e.g., Public Relations Society of America [PRSA]), networking groups, and even fan clubs that may provide you access.
  - Be familiar with resources in your own community – organizations, materials, and referrals.
  - Know your topic, be confident, and view the entertainment industry as a partner – not an adversary.

  Monitor the 'dailies' (e.g., *Variety, Daily Variety*, *Hollywood Reporter*, *Entertainment Weekly*) for upcoming movies and/or programs related to tobacco.
  - Identify contacts and share your expertise and willingness to act as a resource when needed.
  - Call and follow-up with a thank you letter. Reminder: creative productions, documentaries and local programming can take many years to develop and produce. Producers, directors, actors, and storylines can change in that time. It's important to stay persistent!

- Identify the key contact by NAME! Do not send generic letters and expect them to be read or the contents aired.
    - Use the ***Star Guide 2002-2003*** (*Star Guide* includes more than 3,200 addresses of major stars from every field. Movies and TV, Music, Sports, Politics, Literature and other Famous People)
    - Or use the ***Celebrity Directory* 2002-2003** (includes 9,000 listings).

    (See Helpful Entertainment-related Publications for contact information)

- Monitor Internet sites and use e-mail and listservs to share messages about tobacco and media. (To join the CDC entertainment listserv, email mcaplan@cdc.gov)

- Partner and collaborate with other similar-interest organizations – often national organizations can provide more resources to leverage media collaboration, especially with the entertainment industry. (e.g., American Cancer Society, American Heart Association, American Lung Association)

- Be aware of standards and practices (program practices), related to all non-news broadcast matter, including entertainment, sports and commercials for compliance with legal, policy, factual and community standards, that may affect working relationships with celebrities and the media. This can be done by making informational meetings with local and national broadcast standards and practices contacts at television stations (Program Practices Departments). Note that standards and practices applies to commercial, cable, and public broadcasting.

- Localize – contact your local television (news, talk shows), radio stations and newspapers with stories and/or ideas for programs. This is a great way of attracting local, state, or regional media.
    - Use local expertise.
    - Use local talent.
    - Many states have their own film commission offices that serve to promote states as viable locations for productions and serve as resources to the creative community. You may want to contact your respective office, to serve as a local resource. See the *Directory of State and Local Film Offices in the United States***,** Event Resource Guide at http://www.proadvance.com/resourceguide/webresources/filmoffices.html or contact resourceguide@proadvance.com.

- Host a briefing meeting for local broadcasters, writers/editors, producers that report health and science news. Briefings might focus on: potential storylines, presentations by people affected by the health issue, and writers, producers who have used the science, etc.

- Recognize good work. Write a letter, e-mail, or telephone the author or presenter of a storyline that depicts a pro-health or a non-use message. Send flowers or cookies!

- Celebrity partnerships can develop by chance meetings, fan encounters, etc.

- Seize those opportunities, but don't disturb the celebrity's private time or space (e.g., dinner in a restaurant with family).

- Organize debates about local issues affecting health and tobacco use.

- Suggest that your local media launch a Website connection offering educational information and advice-include OSH Web site (http://www.cdc.gov/tobacco/) and your local tobacco control project.

- Publicize World No Tobacco Day or the Great American Smoke Out with posters, billboards, stickers or ribbons, and alert your local and national media of the date and theme for World No Tobacco Day or the Great American Smoke Out. Arrange a photo call for journalists around those activities with a strong visual element.

- Plan with local media to hold a World No Tobacco Day sponsored walk, run, swim, or soccer match. Invite well-known athletes from the area to take part alongside individuals with tobacco-related diseases.

- Carry out a survey of the impact of tobacco use and health effects on people in your local area and report the findings to the local media.

- Contact politicians and celebrities with tobacco-related diseases to support your cause.

- Locate people with tobacco-related diseases who could help you tell your story to the media.

- Work with local media to present an award to smoke- and allergen-free establishments.

- Plan a reception for celebrities and their families as well as with "ordinary" members of the public with tobacco-related diseases to attend.

- Suggest a tobacco Question & Answer page or session to your national newspaper or radio station.

- Organize an exhibition of tobacco advertisements from the past to the present, – sponsored by the local media – at a local museum or other public site.

WORKING WITH CELEBRITIES 101

- Carefully consider the event, size, and audience reach before pursuing celebrity involvement. Will the event be a valuable use of the celebrity's time, based upon the subject matter and audience to be reached?

- Celebrities need specifics: who, what, where, when, for how long and WHY.

- Reinforce egos! Remember birthdays, send cards, and send thank you notes.

- Celebrities can be very labor intensive. Consider how much direct communication you have versus dealing in multiple layers of staff who may confuse communications and create problems for your organization.

- It may be beneficial to work with public relations firms who specialize in entertainment partnerships.

- It is important to consider the level of personal interest and commitment when partnering with celebrities. Although there are agencies that can find celebrities for events – there is often a high cost. If you have to pay an extraordinary fee for their appearance – is the use of the celebrity cost-beneficial to your organization and is the celebrity truly committed to the cause?

- Be prepared to devote considerable staff, time (including after hours), and money (for travel, accommodations, and meals) toward the development of the project.

- When developing messages, such as advertisements and public service announcements, allow the artist (and agent) the opportunity to review images and scripts and to comment and make recommendations for change. Then, implement modifications, as appropriate or needed. Allow the proper amount of advance time for clearance.

- For more information about working with celebrities see: Office of Cancer Communications, National Cancer Institute. (1989). *Making Health Communication Programs Work: A Planner's Guide*. Retrieve online from http://oc.nci.nih.gov/services/HCPW/HOME.HTM

TERMINOLOGY

Artistic Freedom
Artistic expression that is protected by the First Amendment.

Censorship
The removal or suppression by a government or other ruling body of what is considered objectionable in books, films and other material.

Entertainment Education
The intentional placement of educational information and/or materials in entertainment messages, including offering health facts, story ideas, and scripts to media producers, directors and writers developing entertainment programming.

Entertainment Media
Radio, movies, videos, television, records, audiotapes, compact discs, DVDs, interactive media, Web sites, and may include magazines, posters, billboards, etc.

First Amendment - Prohibits the government from passing laws that restrict the freedom of speech and protects the public's right to receive a variety of information free from government censorship.

Deglamorization**
De-emphasizing and discouraging the aura, appeal, glamour and attractiveness of the subject (i.e., tobacco use).
****** The creative community dislikes this term.

Denormalization
Decreasing the perception that the behavior (tobacco use) is commonplace and integral to "everyday" behavior.

Social Responsibility
Going beyond one's obligations to obey the law; having a desire to do the right thing and being prepared to give good reasons to justify one's actions.

HELPFUL ENTERTAINMENT-RELATED PUBLICATIONS

Daily Variety
A recognized and respected entertainment trade publication, the source of entertainment news, exclusive reports, industry trends, box office information, production charts with global perspective, and analysis. For further information and subscriptions, call (800) 552-3632 or (818) 487-4554 or *Variety.com* online at http://www.variety.com/ or (888) 674-5656 and (818) 487-4560.

Entertainment Weekly
An entertainment weekly publication, includes entertainment news, reviews, and stories on movies, television, DVDs, music, books, videos, pop culture, which can be purchased on the newsstand or by writing to Entertainment Weekly, PO Box 60001, Tampa, FL 33660-0001, USA, or call 1-800-828-6882. For on-line subscription go to http://www.ew.com/

Hollywood Reporter
An entertainment daily with access to news stories and briefs, production charts, editorial archives, directory to entertainment industry's companies and executives, script sales, box office charts, and production listings. Contact http://www.hollywoodreporter.com/ to subscribe.

2002-2003 Celebrity Directory
The guide to the addresses of more than 9000 film and television stars, authors, politicians, recording artists, athletes, or the ***Star Guide 2002-2003***. Contact Axiom Information Resources, PO Box 8015-T6, Ann Arbor, MI 48107 or call (734) 761 4842, or contact on-line at www.celebritylocator.com

RESEARCH ON HEALTH, TOBACCO, AND ENTERTAINMENT

Numerous research-based studies are available from published journals and on Internet sites. See http://www.cdc.gov/tobacco/celebs.htm (Celebrities Against Smoking) for an updated listing of references to academic papers, reviews, case examples and research abstracts on Tobacco and Entertainment Education.

HELPFUL ORGANIZATIONS AND WEB SITES ON HEALTH, TOBACCO, AND ENTERTAINMENT

- **American Cancer Society**
  3333 Wilshire Blvd. Suite 900
  Los Angeles, CA 90010
  Tel: (213) 368-8523
  Contact: David Sampson, Director
  Media Relations

- **The American Federation of Television and Radio Artists**
  Los Angeles
  5757 Wilshire Blvd., 9th Floor
  Los Angeles, CA 90036-3689
  Tel: (323) 634-8100

  New York
  260 Madison Ave., 7th Floor
  New York, NY 10016-2402
  Tel: (212) 532-0800

- **American Film Institute (AFI) Screen Education Center**
  The American Film Institute
  2021 North Western Avenue
  Los Angeles, CA 90027
  Tel: (323) 856-7600
  http://www.afi.edu/

- **American Heart Association**
  816 South Figueroa Street
  Los Angeles, CA 90017
  Tel: (213) 291-7059
  Contact: Steven Gallegos, Director
  Public Advocacy
  Contact: Larry Bloustein, Director
  The Entertainment Group
  3718 Vantage Avenue
  Studio City, CA 91604
  Tel: (818) 760-8481

- **American Lung Association of California**
  424 Pendleton Way
  Oakland, CA 94621
  http://www.californialung.org/
  Contact: Andy Weisser, Vice President, Communications
  PO Box 16400
  Encino, CA 91416-6400
  Tel: (818) 757-1440 or (818) 703-6444

- **American Lung Association of Sacramento-Emigrant Trails**
  "Thumb Up! Thumbs Down" Program
  909 12th Street, Sacramento, CA 95814
  http://www.saclung.org/
  Contact: Kori Titus, Project Director
  STARS and Thumbs Up, Thumbs Down
  Tel: (916) 444-5864, ext. 223
  Contact: Curt Mekemson, Project Consultant
  STARS and Thumbs Up, Thumbs Down
  Tel: (916) 488-4928

- **The Association of Independent Video and Filmmakers (AIVF)**
  304 Hudson Street, 6th floor
  New York, NY 10013
  Tel: (212) 807-1400
  http://www.aivf.org/
  Regional film commissions listings
  http://www.aivf.org/regional/film_commis.html

- **The Caucus for Television Producers, Writers and Directors**
  PO Box 11236
  Burbank, CA 11236
  Tel: (818) 843-7572
  http://www.caucus.org/

- **The Center for Media Education**
  2120 L Street, NW, Suite 200
  Washington, DC 20037
  http://www.cme.org/
  Contact: Kathryn C. Montgomery, Ph.D., President
  Tel: (202) 331-7833

- **Centers for Disease Control & Prevention**
  Office on Smoking & Health
  4770 Buford Hwy, MS K50
  Atlanta, GA 30341
  http://www.cdc.gov/tobacco/
  "Celebrities Against Smoking" at http://www.cdc.gov/tobacco/celebs.htm

  Entertainment Education - Contacts
  - **Melissa Havard, Director**
    Entertainment Initiative
    CDC's Office on Smoking & Health
    269 S. Beverly Drive, #721
    Beverly Hills, CA 90212
    Tel: (310) 729-2162

  - **Susan Giarratano-Russell, Consultant**
    Entertainment & Sports
    CDC's Office on Smoking & Health
    1641 Santa Rosa Avenue
    Glendale, CA 91208
    Tel: (800) 825-8602 or (818) 549-9823

  - **Katy Curran, Director**
    Tobacco-Free Sports Initiative
    CDC's Office on Smoking and Health
    4770 Buford Highway, M-Stop K-50
    Atlanta, GA 30341
    Tel: (770) 488-5705

- **Directors Guild of America**
  Los Angeles Headquarters
  7920 Sunset Boulevard
  Los Angeles, California 90046
  Tel: (310) 289-2000 or (800) 421-4173
  http://www.dga.org/

- **Entertainment Industries Council, Inc**
  Second Floor
  Production Building 22
  500 South Buena Vista Street
  Burbank, CA 91521-2110
  Tel: (818) 560-4231
  Contact: Larry Deutchman, Senior Vice President
  http://eiconline.org/

- **Help Pregnant Smokers Quit Writers Project**
  National Partnership to Help Pregnant Smokers Quit
  14572 Dickens St #304
  Sherman Oaks CA 91403
  http://www.smokefreefamilies.org/writers/
  Tel: (818) 508-2080
  Contact: Mary-Ann Neri

- **Marjorie I. Mitchell Multimedia Center**
  "I Saw It On TV . . . a guide to broadcast and cable programming sources"
  Second Floor, South Tower of the University Library
  1970 Campus Drive
  Evanston, IL 60208-2300
  http://www.library.northwestern.edu/media/resources/tvguide/tvindex.htm
  Tel: (847) 467-6436 or (847) 491-7678
  Contact: Stephen Marek - Head

- **Mediascope**
  12711 Ventura Boulevard, Suite 440,
  Studio City, California 91604
  http://www. mediascope.org/
  Tel: (818) 508-2080
  Contact: Donna Mitroff, PhD, President

- **Motion Picture Association of America (MPAA)**
  15503 Ventura Blvd.
  Encino, California 91436
  Tel: (818) 995-6600
  http://mpaa.org/

- **National Center for Tobacco Free Kids**
  Campaign for Tobacco-Free Kids
  1400 Eye Street, Suite 1200, Washington DC 20005
  (202) 296 -5469
  http://www.tobaccofreekids.org/
  Contact: Joel Spivak, Media Relations (ext. 3030)

- **National Institute on Drug Abuse**
  Rm 5213, MSC 9561
  6001 Executive Blvd
  Bethesda, MD 20892-9591
  http://www.drugabuse.gov/
  Tel: (301) 594-6148
  Contact: Beverly Wyckoff Jackson, Chief, Public Information Branch
  bjackson@ngmsmtp.nida.hih.gov
  Tel: (301) 443-1124

- **The Producers Guild of America, Inc.**
  8530 Wilshire Boulevard, Suite 450
  Beverly Hills, CA 90211
  Tele: (310) 358-9020
  http://www.producersguild.org/

- **Robert Wood Johnson Foundation**
  Route 1 and College Road East
  PO Box 2316
  Princeton, NJ 08543
  http://www.rwjf.org/
  Tel: (888) 631-9989
  Contact: Joe Marx, Senior Communications Officer

- **Ruffian Entertainment**
  7015 Forbes Ave. Los Angeles91406
  Tel: (818) 780 2366
  Contact: Deirdre Imershein, Producer/Consultant

- **Screen Actors Guild (SAG)**
  Hollywood Office
  5757 Wilshire Blvd.
  Los Angeles, CA 90036-3600
  Tel: (323) 954-1600
  http://www.sag.org/
  [For your state or branch office, see http://www.sag.org/contact/branches.html]
  New York Office
  360 Madison Avenue 12th Floor
  New York, New York 10017
  Tel. (212) 944-1030
  http://www.sag.org/

- **SmokeFree Educational Services, Inc.**
  P.O. Box 905
  New York, NY 10274-0905
  http://www.smokefree.org/
  Contact: Joseph W. Cherner, President

- **Smokefree Movies**
  Center for Tobacco Control Research and Education
  530 Parnassus, Suite 366
  Box 1390
  San Francisco, CA 94143 - 1390
  Tel: (415) 476 3893
  http://smokefreemovies.ucsf.edu/
  Contact: Stanton A. Glantz, PhD, Director

- **Smoke-Free Kids, Inc.**
  PO Box 13886, Charleston, SC, 29422.
  http://www.jeffreywigand.com/
  Tel: (843) 588 0016
  Contact: Dr. Jeffrey Wigand

- **UCLA Health & Media Research Group**
  School of Public Health
  Suite 26-081
  Box 951772
  Los Angeles, CA 90095-1772
  Tel: (310) 206-9548
  Contact: Dr. Deborah Glik, ScD, Director

- **USC Annenberg Norman Lear Center**
  http://www.entertainment.usc.edu/hhs/
  Contact: Vicki Beck, Director
  Hollywood, Health & Society
  Tel: (760) 431-6765 or (323) 782-3315
  Contact: Mandy Shaivitz, MPH, Program Manager
  Tel: (323) 782-3322

- **Writers Guild of America (WGA)**

WGA, West

7000 West Third Street
Los Angeles, CA 90048
Tel: (323) 951-4000 (within Southern California)
Tel: (800) 548-4532 (outside Southern California
Fax: (323) 782 4800
http://www.wga.org

WGA, East

555 West 57th Street, Suite 1230
New York, NY 10019.
Tel: (212) 767-7800
Fax: (212) 582-1909
http://www.wgae.org

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