Academy Awards LTE Template for March 2018

Drafted Tuesday, February 20, 2018

Dear Editor,

START YOUR LETTER BY SHARING THAT THE 90TH ANNUAL ACADEMY AWARDS IS COMING UP ON SUNDAY, MARCH 4. IF YOU’RE PLANNING ON WATCHING, TALK ABOUT WHY **(YOU WATCH THE AWARDS EVERY YEAR, YOU’RE ROOTING FOR ONE OF THE NOMINEES, YOU DON’T WANT TO MISS OUT ON THIS YEAR’S VIRAL MOMENT, ETC.)**. NOW FOLLOW BY SHARING THAT WHILE YOU’RE A BIG FAN OF MOVIES, YOU HATE SEEING TOBACCO USED IN THEM.

SHARE AN EXAMPLE OF A RECENT MOVIE YOU WATCHED WHERE TOBACCO USE TOOK YOU OUT OF THE FILM. WHAT WAS THE MOVIE? WHY DID YOU THINK IT WAS UNNECESSARY? FAMILY MOVIE EXAMPLES ARE MOST POWERFUL.

NOW TALK ABOUT HOW SEEING TOBACCO USED IN MOVIES IS HARMFUL TO YOUTH. INCLUDE THAT [YOUTH WHO SEE SMOKING PORTRAYED ON SCREEN ARE MORE LIKELY TO SMOKE THEMSELVES](http://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/movies/index.htm). FOLLOW BY MENTIONING THAT THERE’S BEEN [NO PROGRESS IN DECREASING THE NUMBER OF ON-SCREEN TOBACCO INCIDENTS IN YOUTH-RATED MOVIES SINCE 2010](https://www.cdc.gov/mmwr/volumes/66/wr/mm6626a1.htm?s_cid=mm6626a1_w).

TALK ABOUT HOW YOU WANT YOUR KIDS TO GROW UP LOVING MOVIES LIKE YOU DID, BUT THAT YOU DON’T WANT THEM GETTING THE IDEA FROM MOVIES THAT USING TOBACCO IS COOL. SHARE THAT ONE WAY TO MAKE SURE KIDS DON’T SEE TOBACCO USED IN MOVIES IS TO GIVE AN ‘R’ RATING TO MOVIES THAT FEATURE TOBACCO USE.

CLOSE BY WISHING ALL OF THE ACADEMY AWARDS NOMINEES GOOD LUCK, BUT REMIND READERS THAT WE ALL WIN WHEN MOVIES ARE TOBACCO FREE.