

## **Screen Talk**

By Stuart Kemp of the Hollywood Reporter  
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### **Smoke barriers**

For years now, moviemakers have been asked to help stub out smoking in the movies. A recent report from the Center for Disease Control and Prevention reveals that scenes of smoking in high-grossing films fell to 1,935 incidents last year, down 49 per cent from 3,967 in 2005. Hollywood can't sit back and relax just yet, though. Entertainment conglomerates' annual shareholder meetings tend to bring out anti-smoking activists who ask CEOs for a bigger commitment to depicting less cigarette use on the big screen. The pressure on the suits will likely filter down to the creatives before too long.