

WILLIAM H. SORRELL
ATTORNEY GENERAL

JANET C. MURNANE
DEPUTY ATTORNEY GENERAL

WILLIAM E. GRIFFIN
CHIEF ASST. ATTORNEY
GENERAL



TEL.: (802) 828-3171
FAX: (802) 828-2154
TTY: (802) 828-3665
CIVIL RIGHTS: (802) 828-3657

<http://www.atg.state.vt.us>

STATE OF VERMONT
OFFICE OF THE ATTORNEY GENERAL
109 STATE STREET
MONTPELIER, VT
05609-1001

September 14, 2007

Dan Glickman
Chairman and Chief Executive Officer
Motion Picture Association of America, Inc.
1600 Eye Street, N.W.
Washington, D.C. 2006

Dear Dan:

Thank you for your letter of August 16. We appreciate your response, but have reached the disappointing conclusion that convening a meeting about the new MPAA ratings system would not be productive at this point.

My earlier letters asked for an identification of the movies that provided the basis for the statistics cited in the MPAA's May 10 press release, regarding the percentage of 2004-06 movies that portrayed smoking, and their ratings. The Attorneys General sought this information in order to understand the basis for the MPAA statistics, and to develop a meaningful baseline against which we could evaluate the impact of the new rating system. Your office has explained that this information is not available.

We also asked about the impact that the new consideration of smoking as a factor would have had on the ratings of previously released movies. Again, we were looking for an indication of how the new ratings system could be expected to affect youth exposure to smoking in new releases. You have responded that MPAA cannot provide this information because of the time it would require.

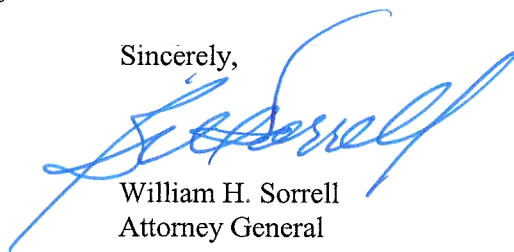
We appreciate the listing from MPAA bulletins that Vans Stevenson has provided, showing movies that have been rated with smoking descriptors since the initiation of the new ratings system in May. This information helps us better understand the effect that the ratings change may have. We would appreciate if you could provide us with similar listings of movies rated with smoking descriptors, on a regular basis, in the future.

We have been heartened by several recent initiatives, announced by individual motion picture studios, to reduce or eliminate portrayals of smoking in youth-rated movies. We had hoped the MPAA and its member studios would follow the Harvard School of Public Health recommendation that depictions of

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tobacco smoking be eliminated from films accessible to children and youth. At a minimum, we had hoped to see endorsement by the MPAA of the ongoing recommendation that the studios run effective anti-smoking PSA's before movies with portrayals of smoking, in theaters and on DVD's. As a matter of public health policy, we continue to pursue these goals. Meanwhile, we appreciate your efforts, but until we have more information to help us evaluate the impact of the new MPAA rating system, we do not believe the time is ripe for a meeting on the subject.

Sincerely,



William H. Sorrell
Attorney General

cc: Alaska Attorney General Talis J. Colberg
Arizona Attorney General Terry Goddard
Arkansas Attorney General Dustin McDaniel
Connecticut Attorney General Richard Blumenthal
Delaware Attorney General Joseph R. "Beau" Biden
District of Columbia Attorney General Linda Singer
Florida Attorney General Bill McCollum
Guam Attorney General Alicia G. Limtiaco
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