



MOTION PICTURE ASSOCIATION
OF AMERICA, INC.
1600 EYE STREET, NORTHWEST
WASHINGTON, D.C. 20006
202-293-1966

Dan Glickman
CHAIRMAN
AND
CHIEF EXECUTIVE OFFICER

July 15, 2009

The Honorable William H. Sorrell
Attorney General
State of Vermont
Office of the Attorney General
109 State Street
Montpelier, VT 05609-1001

VIA E-MAIL & FACSIMILE

Dear General Sorrell:

Dear Bill -

Thank you for copying me on your recent letter, which was sent to the corporate Chief Executive Officers of the members of my association and others, regarding depictions of smoking in motion pictures. I am responding on behalf of the CEOs.

I would like to extend an invitation to you to meet with me, Joan Graves, the Chairman of the Classification and Rating Administration, and other senior MPAA executives to discuss this issue. I remain convinced that a face-to-face discussion will result in a more comprehensive understanding between us. I have asked Vans Stevenson to work with your office to schedule a meeting.

This is a complicated matter with significant First Amendment issues and story-telling consequences for motion pictures. Nevertheless, my member company studios recognize the seriousness of your concerns, as do other members of the creative community, particularly the Directors Guild of America (DGA). As


you are aware, the DGA has gone to significant lengths through the "Hollywood Unfiltered" campaign to educate filmmakers about concerns regarding the depiction of smoking in films.

We appreciate that you acknowledge that our member company studios have taken actions on their own, including presenting anti-tobacco public service announcements within youth-rated home entertainment DVDs that contain characters that smoke. I also am glad that you have previously recognized that the MPAA-administered rating system has adopted smoking as a factor in determining a rating, which also includes notification to parents in the ratings descriptor.

While this is all progress, there is more that we believe can be accomplished. I hope that you will accept my invitation to meet.

I look forward to the possibility of continuing our conversation in person in the near future.

Sincerely,



Copies: State Attorneys General
Senator Patrick J. Leahy
Representative Peter Welch
Member Company CEOs
Dreamworks CEOs
The Weinstein Company CEOs
Directors Guild of America
Screen Actors Guild
Writers Guild of America
Bob Pisano, MPAA President & COO
Daniel Mandil, MPAA Senior Executive Vice President & Chief
Legal Officer
Joan Graves, Chair, Classification & Rating Administration
Michael O'Leary, MPAA Executive Vice President
Vans Stevenson, MPAA Senior Vice President

