



MOTION PICTURE ASSOCIATION
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DAN GLICKMAN
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August 16, 2007

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 Bill:

Thank you for your recent follow-up letter requesting additional information and your willingness to meet this fall to further discuss smoking in motion pictures as well as the smoking factor in the movie rating process.

I wish that I could provide you with a perspective on how the new smoking factor might impact motion pictures released from 2004-2006. The only way to accomplish that request would be for rating board members during that time period to re-watch approximately 2,600 motion pictures that were rated during that two-year period. In addition to rating board members that have left the Classification and Rating Administration since that time, there is simply no time for the rating board members to complete that task and simultaneously watch and rate the motion pictures being submitted now.

You also asked how the rating board members consider smoking as a factor. Simply stated, it is a subjective judgment based on the depiction in each motion picture about whether or not the portrayal, and to what degree, (e.g., momentary, incidental, pervasive, etc.) should be reflected in the rating and be reported to parents in the rating descriptor to help guide their children's viewing. Each motion picture is considered as a separate work, and smoking is viewed in the context of the story that is being told on film. Regarding *Hairspray*, that motion picture was submitted and rated before the new adult activities rating factor, which includes consideration of adult smoking, was implemented. Therefore, the film was rated under the then-existing factor for youth smoking.

As you discussed with Vans Stevenson at the recent CWAG meeting in Anaheim and in subsequent correspondence, it appears we should look at new dates. I would propose a day between October 22 and 26, and would be glad to host the meeting at my Washington, DC office. I look forward to our meeting with you and your colleagues, along with my team that has been engaged in this issue.

Sincerely,

A handwritten signature in black ink, appearing to read "Jan", with a long horizontal flourish extending to the right.

Copies: State Attorneys General
 Member Company CEOs
 Bob Pisano, MPAA President & COO
 Joan Graves, Chair, Classification & Rating Administration
 Greg Goeckner, MPAA Executive Vice President & General Counsel
 Greg Frazier, MPAA Executive Vice President, Worldwide Government
 Policy
 Vans Stevenson, MPAA Senior Vice President, State Government Affairs