

## Sample Letter to MPAA

Dan Glickman, President  
Motion Picture Association of America (MPAA)  
1600 Eye Street NW  
Washington, DC 20006

Dear Mr. Glickman,

I am writing to request that the MPAA support voluntary actions to effectively reduce the increasing amount of smoking in movies, particularly movies that are geared toward young people. The research is in and it confirms what we all have known -- smoking in movies plays a critical role in the tobacco initiation habits of children.

While tobacco consumption has decreased in the United States, portrayal of tobacco on screen has increased, particularly by lead actors. This is especially concerning as the latest data shows that tobacco images in film are responsible for more than 1000 adolescents starting to smoke each day.

Recent data shows that our children are exposed to more tobacco on movie screens than ever before. Of the top-ten movies reviewed every week from June 1, 2003 to May 31, 2004 by the American Lung Association, 53% were rated PG-13 and 37% were rated R. 84% of the R rated movies contained tobacco, and 77% of the PG-13 movies, films that are targeted directly at young people, contained tobacco.

We urge the MPAA to modify the ratings code to read:

*Tobacco use will be eliminated from all newly produced G, PG and PG-13 movies unless the Rating Board determines by special vote that the presentation of tobacco clearly and unambiguously reflects the dangers and consequences of tobacco use or represents accurately the smoking behavior of an actual (as opposed to fictional) historical figure and thereby responsibly reflects the opinion of American parents.*

This change does not involve film censorship or content control. By your own design, the ratings system was set up as a tool for parents to make informed viewing decisions for their children. We only ask that parents be given ALL the information they need.

Sincerely yours,