

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. memo	John Fithian to Tom Freedman [Personally Identifiable Information] [partial] (1 page)	06/07/1999	b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Tom Freedman
OA/Box Number: 17546

FOLDER TITLE:

Movie Ratings 8/6

2015-0274-S

rc1891

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
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THE WHITE HOUSE
WASHINGTON

June 7, 1999

STATEMENT WITH NATIONAL ASSOCIATION OF THEATRE OWNERS

DATE:	June 8, 1999
LOCATION:	Roosevelt Room
BRIEFING TIME:	1:15pm – 1:30pm
EVENT TIME:	1:40pm – 2:05pm
FROM:	Bruce Reed

I. PURPOSE

To join with the National Association of Theatre Owners in announcing a new nationwide movie ratings enforcement and educational effort.

II. BACKGROUND

The three-part plan you will announce today includes: (1) a new national policy under which movie theatre owners will require photo identification for young people seeking admission to "R" rated films; (2) an educational outreach program for parents about the ratings system and the new ID-check policy; and (3) support by the theatre owners for a national study on the causes of violence. The National Association of Theatre Owners is a national trade association that represents 65% of the motion picture screens in the United States, with over 20,000 screens located in every state. You will also reiterate your call on Congress to move quickly and pass common sense gun legislation.

Requiring Photo Identification for "R" Rated Movies

The movie rating system, adopted by the Motion Picture Association of America in 1968, can be a useful tool for parents, but only if its main restrictive rating -- "R" (for "Restricted: Under 17 Requires Accompanying Parent or Adult Guardian") -- is effectively enforced. Under the policy you will announce today, the theatre owners' association states that from now on, "all of its members should require photo identification at the box office of young patrons not accompanied by a parent or guardian seeking admission to "R" rated films." The association also will ask theatre owners to post notices reflecting the "R" rated admission policy. Prior to the announcement of today's new policy you will meet with the association's president, William Kartoizian; its chairman, Barrie Lawson Locks; and theatre executives Greg Dunn of Regal Cinemas and J. Wayne Anderson of R/C Theatres Management.

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You challenged the theatre owners to strengthen enforcement of movie ratings in your May 15 radio address. Today you will also repeat your challenge to the movie industry to reevaluate its entire ratings systems, especially the PG rating, to determine whether it is allowing too much gratuitous violence in movies approved for viewing by children. You have urged the entertainment industry to take other responsible steps, including calling on the videogame, recording and movie industries not to market violence to children. Last week, you announced a joint study of entertainment industry marketing by the Federal Trade Commission and the Justice Department.

Reaching Out to Parents

The theatre owners will also announce a national community education effort in conjunction with parent and religious organizations. The educational outreach will work to develop additional programs designed to enhance the ability of parents to make informed choices about which movies are appropriate for their children. As part of the new policy, the theatre association will also call for a national study of youth violence. You announced at the White House Strategy Session on Children, Violence, and Responsibility that the Surgeon General would issue a report on youth violence next year.

Challenging the House to Pass Common Sense Gun Legislation

You will once again challenge the House of Representatives to pass common sense gun legislation without loopholes and without further delay. In May, the Senate passed tough new provisions to close the gun show loophole, require child safety locks with every new handgun sold, ban the importation of large capacity ammunition clips, and prohibit violent juveniles from owning guns as adults. You will call on the House to strengthen -- not weaken -- the Senate-passed bill, to include provisions to raise the age of handgun possession from 18 to 21 and require background checks for explosives purchases. You will also reiterate your commitment to expose and fight against any effort by the gun lobby to riddle the House bill with dangerous new loopholes and water down critical safety measures passed in the Senate.

III. PARTICIPANTS

Briefing Participants:

Bruce Reed
Loretta Ucelli
Janet Murguia
Tom Freedman
Jeff Shesol

Program Participant:

William Kartoizian, President, National Association of Theatre Owners (NATO)

Other Event Participants:

Ms. Barrie Lawson Loeks, Chairman of the Board of Directors, NATO; President and
Co-Owner of Loeks-Star Theatres

Greg Dunn, Vice-Chairman of the Board of Directors, NATO; Regal Cinemas

J. Wayne Anderson, R/C Theatres Management Company

IV. PRESS PLAN

Pool Press

V. SEQUENCE OF EVENTS

- **YOU** will make remarks and introduce William Kartoizian, President, National Association of Theatre Owners.
- William Kartoizian will make remarks.
- **YOU** will depart.

VI. REMARKS

To be provided by speechwriting.

PRESIDENT ANNOUNCES NATIONAL AGREEMENT BY MOVIE THEATRE OWNERS TO REQUIRE PHOTO IDENTIFICATION FOR "R" RATED MOVIES

June 8, 1999

Today, the President joined leaders of the National Association of Theatre Owners in announcing a new nationwide movie ratings enforcement and educational effort. The three-part plan announced today includes: (1) a new national policy under which movie theatre owners will require photo identification for young people seeking admission to "R" rated films; (2) an educational outreach program for parents about the ratings system and the new ID-check policy; and (3) support by the theatre owners for a national study on the causes of violence. The National Association of Theatre Owners is a national trade association that represents 65% of the motion picture screens in the United States, with over 20,000 screens located in every state. The President also reiterated his call on Congress to move quickly and pass common sense gun legislation.

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The President challenged the theatre owners to strengthen enforcement of movie ratings in his May 15 radio address. Today he also repeated his challenge to the movie industry to reevaluate its entire ratings systems, especially the PG rating, to determine whether it is allowing too much gratuitous violence in movies approved for viewing by children. The President has urged the entertainment industry to take other responsible steps, including calling on the videogame, recording and movie industries not to market violence to children. Last week, the President announced a joint study of entertainment industry marketing by the Federal Trade Commission and the Justice Department.

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**Q&A ON NATIONAL
MOVIE RATINGS ENFORCEMENT
June 8, 1999**

Q: What did the President announce today?

A: The President announced the commitment of the National Association of Theatre Owners (NATO) to a movie ratings enforcement and educational campaign. The three-part plan announced by NATO includes: (1) a new national policy under which movie theatre owners will require photo identification for young people seeking admission to "R" rated films; (2) an education outreach program for parents about the ratings system and the new ID-check policy; and (3) support by the theatre owners for a national study on the causes of violence. The President also reiterated his call on the Congress to move quickly and pass common sense gun legislation.

Q: How does the "R" rating currently work?

A: The "R" rating means "Restricted." The movie rating system currently requires that patrons seeking admission to "R" rated films be seventeen years of age, or be accompanied by a parent or guardian.

Q: What is NATO?

A: NATO is the National Association of Theatre Owners, a national trade association that represents 65 percent of the motion picture screens in the United States, with over 20,000 screens located in all fifty states.

Q: When has the President called for ratings to be enforced in the past?

A: The President has called for enforcing the movie ratings system several times in the past few weeks, most notably on June 1 when he called for the joint Federal Trade Commission and Department of Justice study on the extent to which the video game, music, and movie industries market violence to children; on May 23 in his commencement address to Grambling State University; and on May 15 in his radio address where he challenged the entertainment industry to do its part.

Q: Why don't theatre owners card already?

A: The movie rating system is a voluntary system sponsored by NATO and the Motion Picture Association of America to provide parents with advance information on films, enabling the

parent to make judgments on movies they want or do not want their children to see. While individual theatre owners may have required photo identification for “R” rated movies in the past, NATO has never before required it of all of its members.

Q: NATO only covers 65 percent of movie screens. What about the other 35 percent?

A: While receiving the commitment of NATO which represents 65 percent of theatre screens is a good first step, the Administration challenges the remaining 35 percent to follow the lead of NATO and require photo identification at the box office for young patrons not accompanied by a parent or guardian seeking admission to “R” rated films.

Q: What other challenges has the President taken to protect our young people from media violence?

A: The President has emphasized that all of us must work together and accept responsibility for the safety of our children – in our schools and our communities. And that means there is more for each of us to do at home and at school, in Hollywood and in the heartland and here in Washington.

First and most fundamentally, the President has urged that we do more to help parents fulfill their most important responsibilities -- those to their children. Challenging parents to turn off the television or use the V-Chip to block inappropriate programming; to use the new tools to keep an eye on the computer screen; and to refuse to buy products that glorify violence.

The President also has called on the media and entertainment industries for their participation as well. Studies indicate that there is an adverse impact on our culture and our children if there is too much violence coming out of what they see and experience. So the President has challenged the people who produce these things to consider the consequences of them – whether it's a violent movie, a CD, a video game. First, the President has challenged the whole industry to stop showing guns in any ads or previews children might see. Second, he challenged theatre and video store owners to enforce more strictly the rating systems on the movies they show, rent, and sell – a challenge that the theatre owners today have accepted. Thirdly, the President has challenged the movie industry to reevaluate its entire ratings systems, especially the PG rating, to determine whether it is allowing too much gratuitous violence in movies approved for viewing by children. Finally, as noted earlier, the President has called on the FTC and the Justice Department to study the marketing of violence to children.

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Facsimile 202-457-8315

To: Tom Freedman**Company:****Fax Number: 202-456-7431****Phone Number:**

Total Pages
Including Cover:

From: John Fithian**Sender's Direct Line: 202-457-5607****Date: June 8, 1999****Client Number: 5331.100**

Comments:**ANCHORAGE****DALLAS****DENVER****GREENSBORO****SEATTLE****WASHINGTON, D.C.**

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**THEATRE OWNERS ANNOUNCE NATIONAL MOVIE
RATINGS ENFORCEMENT AND EDUCATION CAMPAIGN**

*For Immediate Release
Washington, D.C., June 8, 1999*

*Contact: Bill Kartoizian, NATO President
(818) 506-1778*

Today, the National Association of Theatre Owners (NATO) announced a new, three-part campaign to enhance compliance with the industry's voluntary movie rating system. The campaign will include a national ID-check policy for admission to "R" rated films, an education outreach effort to parents and community organizations, and the industry's endorsement and assistance with a national study of the causes of teen violence.

William F. Kartoizian, President of NATO, stated, "The motion picture exhibition industry participates in a voluntary movie rating system so that parents receive the information they need to ensure that children see films appropriate for their age. We have worked hard to educate our patrons about the ratings system, and to encourage our members to be vigilant in enforcement. For over 25 years movie theatre owners have turned away millions of dollars in business by participating in this voluntary system. It is important to understand that the success of this voluntary system is a combination of efforts—the efforts not only of NATO's members, but also parents and the community working together to support this system and learn more about how to effectively use the ratings as a tool. We are pleased today to reaffirm our commitment to the rating system and the parents it serves."

The National Association of Theatre Owners is a national trade association that represents 65% of the motion picture screens in the United States, with over 20,000 screens located in every state in the union. The details of the new campaign are attached to this statement.

NATIONAL ASSOCIATION OF THEATRE OWNERS RATINGS ENFORCEMENT AND EDUCATION CAMPAIGN

The National Association of Theatre Owners announces a new, three-part campaign to enhance compliance with the industry's voluntary movie rating system. The new campaign will include a national ID- check policy for admission to "R" rated films, an education outreach effort to parents and community organizations, and the industry's endorsement and assistance with a national study of the causes of teen violence.

Purpose

The movie rating system is a voluntary system sponsored by the National Association of Theatre Owners (NATO) and the Motion Picture Association of America to provide parents with advance information on films, enabling the parent to make judgments on movies they want or do not want their children to see.

Previously, NATO has undertaken a variety of programs designed to enhance compliance with the rating system, including: weekly ratings bulletins for retention at the box office so that parents have access to the information; ratings updates and articles in the industry's trade magazine; brochures and posters for use by NATO members and the public; a ratings training videotape for members to use with their employees; and a slide presentation about the ratings system for in-theatre programming. The new, three-prong campaign is designed to complement these ongoing efforts.

1. National ID-Check Policy

The movie rating system currently requires that patrons seeking admission to "R" rated films be seventeen years of age, or be accompanied by a parent or guardian.

NATO reaffirms its cooperation with the parents of America to seek to ensure that young people view age appropriate movies. All of its members should require photo identification at the box office of young patrons not accompanied by a parent or guardian seeking admission to "R" rated films.

NATO will encourage all of its members to post notices reflecting the "R" rated film admission policy, and to require photo identification for any young patron not accompanied by a parent or guardian.

2. Education Outreach Effort

NATO has begun to consult with the U.S. Catholic Conference, the National Council of the Churches of Christ in the U.S.A., and national parent organizations regarding the ratings system and the new ID-check policy. NATO will reach out to these groups, the Motion Picture Association of America (MPAA), and any other interested organizations to develop additional educational programs designed to enhance the ability of parents to make informed choices about the movies their children see.

3. National Study of the Causes of Teen Violence

In the context of new legislation on juvenile crime, Congress may require a study of the causes of teen violence, including the role of the entertainment industry and many other potential factors, to be conducted either by federal agencies or by a national commission. NATO endorses a national study of the causes of teen violence. NATO will also conduct its own study and provide any results to the appropriate officials or commission members. Again, NATO will reach out to the MPAA, academicians, parent groups, religious organizations and others to generate information and seek solutions which may be helpful.

Interested organizations or individuals with questions about the NATO campaign should write to NATO at 4605 Lankershim Blvd., Ste. 340, North Hollywood, CA 91602.

**MINIMUM AGE TO OBTAIN
DRIVER'S LICENSES OR NON-DRIVER IDENTIFICATION CARDS
STATE-BY-STATE**

STATE	MINIMUM AGE TO OBTAIN DRIVER'S LICENSE	MINIMUM AGE TO OBTAIN NON- DRIVER'S ID CARD
Alabama	16 years old	No Age Limit
Alaska	16 years old	No Age Limit
Arizona	16 years old	No Age Limit
Arkansas	16 years old	14 years old
California	16 years old	No Age Limit
Colorado	16 years old	No Age Limit
Connecticut	16 years old	No Age Limit
Delaware	16 years, 10 months	No Age Limit
Florida	18 years old	12 years old
Georgia	18 years old	No Age Limit
Hawaii	15 years old	No Age Limit
Idaho	17 years old	No Age Limit
Illinois	16 years old	No Age Limit
Indiana	18 years old	No Age Limit
Iowa	17 years old	No Age Limit
Kansas	16 years old	No Age Limit
Kentucky	16 years old	No Age Limit
Louisiana	17 years old	No Age Limit
Maine	16 years old	No Age Limit
Maryland	17 years old	No Age Limit
Massachusetts	18 years old	18 years old
Michigan	17 years old	No Age Limit
Minnesota	17 years old	No Age Limit
Mississippi	16 years old	13 years old, blind or physically disabled
Montana	15 years old	No Age Limit

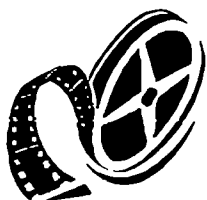
STATE	MINIMUM AGE TO OBTAIN DRIVER'S LICENSE	MINIMUM AGE TO OBTAIN NON- DRIVER'S ID CARD
Missouri	16 years old	No Age Limit
Nebraska	17 years old	No Age Limit
Nevada	16 years old	10 years old
New Hampshire	18 years old	16 years old
New Jersey	18 years old	17 years old
New Mexico	15 years old currently 16 (as of 1/1/2000)	13 years old currently No Age Limit (as of 4/1/99)
New York	16 years old	No Age Limit
North Carolina	16 years old	No Age Limit
North Dakota	16 years old	No Age Limit
Ohio	17 years old	No Age Limit
Oklahoma	16 years old	No Age Limit
Oregon	16 years old	No Age Limit
Pennsylvania	16 years old	16 years old
Rhode Island	16 years old	No Age Limit
South Carolina	16 years old	10 years old
South Dakota	16 years old	No Age Limit
Tennessee	16 years old	No Age Limit
Texas	16 years old	No Age Limit
Utah	16 years old	No Age Limit
Vermont	16 years old	No Age Limit
Virginia	16 years old	No Age Limit
Washington	16 years old	No Age Limit
Washington, D.C.	16 years old	15 years old
West Virginia	16 years old	No Age Limit
Wisconsin	16 years old	No Age Limit
Wyoming	16 years old	No Age Limit



FOR “R” RATED FILMS

**YOU MUST BE 17 YEARS OF AGE
OR ACCOMPANIED BY A PARENT OR GUARDIAN**

PHOTO IDENTIFICATION REQUIRED



**PRESIDENT ANNOUNCES NATIONAL AGREEMENT
BY MOVIE THEATRE OWNERS TO REQUIRE PHOTO IDENTIFICATION
FOR "R" RATED MOVIES
June 8, 1999**

Today, the President joined leaders of the National Association of Theatre Owners in announcing a new nationwide movie ratings enforcement and educational effort. The three-part plan announced today includes: (1) a new national policy under which movie theatre owners will require photo identification for young people seeking admission to "R" rated films; (2) an educational outreach program for parents about the ratings system and the new ID-check policy; and (3) support by the theatre owners for a national study on the causes of violence. The National Association of Theatre Owners is a national trade association that represents 65% of the motion picture screens in the United States, with over 20,000 screens located in every state. The President also reiterated his call on Congress to move quickly and pass common sense gun legislation.

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The President challenged the theatre owners to strengthen enforcement of movie ratings in his May 15 radio address. Today he also repeated his challenge to the movie industry to reevaluate its entire ratings systems, especially the PG-13 rating, to determine whether it is allowing too much gratuitous violence in movies approved for viewing by children. The President has urged the entertainment industry to take other responsible steps, including calling on the videogame, recording and movie industries not to market violence to children. Last week, the President announced a joint study of entertainment industry marketing by the Federal Trade Commission and the Justice Department.

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Facsimile 202-457-6316

MEMORANDUM

To: Tom Freedman, Richard Socarides
From: John Fithian
Date: June 7, 1999
Subject: Tomorrow

As a White House announcement of the new National Association of Theatre Owners campaign becomes more likely, I wanted to update our list of attendees, and give the required entrance data. The main change from my earlier memo is that Greg Dunn will be coming for Regal, not Mike Campbell. Also, if it is possible to bring two other people to be in attendance, but not be involved with the presentation or any meeting, I would like to bring them.

- William F. ("Bill") Kartoizian, President of NATO
DOB: (b)(6) [001]
- Ms. Barrie Lawson Loeks, Chairman of the Board, NATO; President and Co-Owner, Loeks-Star Theatres - (b)(6)
- Mr. Greg Dunn, Exec. VP and Chief Operating Officer, Regal Cinemas, Inc.
DOB: (b)(6)
- Mr. J. Wayne Anderson, President, CEO and owner of R/C Theatres Management Corp.
DOB: (b)(6)
- Mr. John Fithian, NATO Washington Counsel, Partner, Patton Boggs, LLP.
DOB: (b)(6)

Others:

- Jim Loeks, Chairman of Loeks-Star (Barrie's husband)
DOB: (b)(6)
- Elena Giberga, Patton Boggs (to help with our materials)
DOB: (b)(6)

THANKS

PATTON BOGGS LLP
ATTORNEYS AT LAW

2550 M Street, NW
Washington, DC 20037-1960
202-457-6000

Facsimile 202-457-8315

MEMORANDUM

To: Tom Freedman, Richard Socarides
From: John Fithian
Date: June 7, 1999
Subject: NATO Announcement

As you prepare for the possibility of a White House announcement of our new movie theatre ratings enforcement and education campaign, I write to provide you with some information. Obviously, we are excited about the possibility of working with you and the President. We hope you can schedule something for tomorrow, although we are very aware of the President's schedule demands.

If you cannot do it tomorrow, we may announce the campaign on Capitol Hill with selected congressional leaders of both parties. We need to role this out tomorrow for several reasons. First, information regarding the possibility of a new theatre program has begun to leak out. Second, the House begins consideration of its juvenile crime legislation this week.

Enclosed with this memorandum is the final draft of our statement and campaign description. Obviously, this is embargoed until tomorrow.

Possible participants for the event include the following:

- Mr. William F. Kartoizian, President of the National Association of Theatre Owners Danville, California. Bill will be traveling to D.C. today.
- Ms. Barrie Lawson Locks, Chairman of the Board of Directors, NATO, President and Co-Owner of Locks-Star Theatres. New York, New York. Locks-Star operates 143 screens in Michigan.
- Mr. Michael L. Campbell, Vice-Chairman of the Board of Directors, NATO, Regal Cinemas. Knoxville, Tennessee. Regal operates over 4,000 screens nationwide.
- Mr. J. Wayne Anderson, R/C Theatres Management Company. Reisterstown, Maryland.
- John Fithian, Washington Counsel, NATO. Partner, Patton Boggs, LLP.

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If you decide to go forward with a White House announcement, I will provide you with further details about our attendees.

For the announcement, we will have our statement and campaign description, and blown-up visuals of a drivers' license and a mock up of a theatre box office poster regarding the ID check policy. We have researched state ID policies and have found that every state except Massachusetts offers either a drivers' license by age 17 or a state photo identification card by age 17. (Massachusetts currently offers both a drivers' license and an ID card only at age 18.)

Thank you for your interest in this program. I await further directions from you.

Attachment

CC: Bill Kartoizian

Embargoed Until
Further Notice

**THEATRE OWNERS ANNOUNCE NATIONAL MOVIE
RATINGS ENFORCEMENT AND EDUCATION CAMPAIGN**

For Immediate Release
Washington, D.C., June 8, 1999

Contact: Bill Kartoizian, NATO President
(818) 506-1778

Today, the National Association of Theatre Owners (NATO) announced a new, three-part campaign to enhance compliance with the industry's voluntary movie rating system. The campaign will include a national ID-check policy for admission to "R" rated films, an education outreach effort to parents and community organizations, and the industry's endorsement and assistance with a national study of the causes of teen violence.

William F. Kartoizian, President of NATO, stated, "The motion picture exhibition industry participates in a voluntary movie rating system so that parents receive the information they need to ensure that children see films appropriate for their age. We have worked hard to educate our patrons about the ratings system, and to encourage our members to be vigilant in enforcement. For over 25 years movie theatre owners have turned away millions of dollars in business by participating in this voluntary system. It is important to understand that the success of this voluntary system is a combination of efforts—the efforts not only of NATO's members, but also parents and the community working together to support this system and learn more about how to effectively use the ratings as a tool. We are pleased today to reaffirm our commitment to the rating system and the parents it serves."

The National Association of Theatre Owners is a national trade association that represents 65% of the motion picture screens in the United States, with over 20,000 screens located in every state in the union. The details of the new campaign are attached to this statement.

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NATIONAL ASSOCIATION OF THEATRE OWNERS RATINGS ENFORCEMENT AND EDUCATION CAMPAIGN

The National Association of Theatre Owners announces a new, three-part campaign to enhance compliance with the industry's voluntary movie rating system. The new campaign will include a national ID-check policy for admission to "R" rated films, an education outreach effort to parents and community organizations, and the industry's endorsement and assistance with a national study of the causes of teen violence.

Purpose

The movie rating system is a voluntary system sponsored by the National Association of Theatre Owners (NATO) and the Motion Picture Association of America to provide parents with advance information on films, enabling the parent to make judgments on movies they want or do not want their children to see.

Previously, NATO has undertaken a variety of programs designed to enhance compliance with the rating system, including: weekly ratings bulletins for retention at the box office so that parents have access to the information; ratings updates and articles in the industry's trade magazine; brochures and posters for use by NATO members and the public; a ratings training videotape for members to use with their employees; and a slide presentation about the ratings system for in-theatre programming. The new, three-prong campaign is designed to complement these ongoing efforts.

1. National ID-Check Policy

The movie rating system currently requires that patrons seeking admission to "R" rated films be seventeen years of age, or be accompanied by a parent or guardian.

NATO reaffirms its cooperation with the parents of America to seek to ensure that young people view age appropriate movies. All of its members should require photo identification at the box office of young patrons not accompanied by a parent or guardian seeking admission to "R" rated films.

NATO will encourage all of its members to post notices reflecting the "R" rated film admission policy, and to require photo identification for any young patron not accompanied by a parent or guardian.

2. Education Outreach Effort

NATO has begun to consult with the U.S. Catholic Conference, the National Council of the Churches of Christ in the U.S.A., and national parent organizations regarding the ratings system and the new ID-check policy. NATO will reach out to these groups, the Motion Picture Association of America (MPAA), and any other interested organizations to develop additional educational programs designed to enhance the ability of parents to make informed choices about the movies their children see.

3. National Study of the Causes of Teen Violence

In the context of new legislation on juvenile crime, Congress may require a study of the causes of teen violence, including the role of the entertainment industry and many other potential factors, to be conducted either by federal agencies or by a national commission. NATO endorses a national study of the causes of teen violence. NATO will also conduct its own study and provide any results to the appropriate officials or commission members. Again, NATO will reach out to the MPAA, academicians, parent groups, religious organizations and others to generate information and seek solutions which may be helpful.

Interested organizations or individuals with questions about the NATO campaign should write to NATO at 4605 Lankershim Blvd., Ste. 340, North Hollywood, CA 91602.

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June 1, 1999

**THEATRE OWNERS ANNOUNCE NATIONAL MOVIE
RATINGS ENFORCEMENT AND EDUCATION CAMPAIGN**

For Immediate Release
Washington, D.C., June 1, 1999

Contact: Bill Kartoizian, NATO President
(818) 506-1778

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NATIONAL ASSOCIATION OF THEATRE OWNERS RATINGS ENFORCEMENT AND EDUCATION CAMPAIGN

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NATO will encourage all of its members to post notices reflecting the "R"-rated film admission policy, and that photo identification will be required for any young patron not accompanied by a parent or guardian.

2. Education Outreach Effort

NATO has begun to consult with the National Parent Teacher Association (PTA) and several religious organizations (name them if they agree) regarding the ratings system and the new ID-check policy. NATO will reach out to these groups, the Motion Picture Association of America (MPAA), and any other interested organizations to develop additional educational programs designed to enhance the ability of parents to make informed choices about the movies their children see.

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Newsweek, March 1, 1999

a hefty \$ 16.5 million its opening weekend. Both films opened No. 1 at the box office and cost about \$ 10 million to produce.

The directors of these teen films acknowledge a debt to John Hughes, who defined '80s teen movies with classics like "The Breakfast Club" and made Ringwald a generational icon. "Hughes is like the Capra of our generation," says "Cruel Intentions" director Roger Kumble, 32. But the new films are a long way from the innocence of John Hughes movies: these teenagers have more sex, take more drugs and are a whole lot slicker. Reese Witherspoon, 22, who plays the chaste heartthrob in "Cruel Intentions," admits she was at first uneasy about the material, which features little nudity but some very ripe language. "I had to remind myself that this is based on a classic story," she says. But she felt the sexual manipulations of "Cruel Intentions" reflected current teen life. "The great thing about this movie is that it blows the lid off any stereotype of kids' being gentle and demure. Kids are horrible to each other. It is a very sexual climate in high school. This movie shows parents that this is where your kids are at."

The movies are also more casual about racial and sexual diversity. In "Cruel Intentions," a rich girl's unsuitable suitor isn't poor, but black. When her patrician mother screams that she has taken the young man off the streets, the film mocks her prejudice. "But I live on 59th and Park," he says, quoting an address as tony as her own. Gay characters, similarly, are no big deal. In "Go," Jay Mohr and Scott Wolf ("Party of Five") play two friends who are revealed, offhandedly, to be lovers. "When we tested the movie, a lot of the kids don't realize the two soap-opera actors are gay," says one of the producers, Chris Lee. "It may be that they don't want to think that about Scott Wolf." By the time the two characters start bickering like a couple, says Lee, the kids get it. They're "on the floor" with laughter.

Most of these movies are rated R but are heavily advertised on the WB and MTV, where they are bound to attract an audience under 17. "American Pie," which is awash in bodily fluids, had to lose several scenes just to get an R. The assumption is that underage kids can and will get in, no problem. "Well, let's hope so," says Kumble, who argues that there's no way to make a PG-13 film that will have credibility with teenagers. "I go into meetings [with studio executives] and they say, 'Can you make it like 'Caddyshack'? Can you make it like 'Fast Times at Ridgemont High'? These are R-rated movies. I can't do a PG-13 'Dangerous Liaisons' -- it's going to be fluff. I told them I won't do nudity in this movie but I am going to talk about it a lot so audiences can have a mental image of what these kids are up to."

What may shock parents most about the new movies is the absence of parents. Where James Dean's dad was an apron-wearing object of ridicule in "Rebel Without a Cause," the new parents lack even that stature. If they aren't falling into bed with their son's friends -- that would be "American Pie" -- adults are rarely in the picture. In "Cruel Intentions," the two leading characters spend the whole summer without seeing their parents at all -- and certainly don't miss them. When told that "the parental unit" has called in, Sebastian asks his stepsister, "How is your gold-digging whore of a mother enjoying Bali?" Kathryn responds: "She suspects that your impotent, alcoholic father is diddling the maid." Kumble says that the teenagers' bad behavior is meant to be a reflection of their family situation. "When people ask, 'Why are these kids so screwed up?' I tell them, 'Hello, their parents are not there.'" The pattern returns in movie after movie. In "Go," Sarah Polley's character gets involved in a drug

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Jeffrey A. Shesol
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To: See the distribution list at the bottom of this message
cc: Michael Waldman/WHO/EOP, Joshua S. Gottheimer/WHO/EOP
Subject: final draft remarks -- theatre owners -- 6/8 10:45am

Final 06/08/99 10:45am
Jeff Shesol

**PRESIDENT WILLIAM J. CLINTON
REMARKS ON MOVIE RATINGS ENFORCEMENT
THE ROOSEVELT ROOM
June 8, 1999**

Now, I hope it won't confuse anybody when I say that I just met with representatives of NATO and we talked about the movies.

I'm referring, of course, to a somewhat different "NATO" than usual – the National Association of Theatre Owners. We did have a very good discussion. I spoke with NATO President Bill Kartozian and his colleagues about the ways creative and committed people are working together to prevent youth violence, and the ways the theatre industry in particular is stepping up to its responsibility.

It was not even two months ago that the tragedy at Columbine High School seared itself into our national consciousness. But ever since that day we have, I think, moved surely and steadily toward the kind of future we want for our country. People from all walks of life are coming together in a national grassroots campaign to prevent youth violence and to give our young people the safe childhoods they deserve.

We all know that parents are the first and most important influence on a child. But we also know that the demands on parents are increasing. As more and more parents work outside the home, they have less and less time for their children. Parents in the average family now have 22 fewer hours each week to spend at home than parents did a generation ago.

Since my first days as President we have worked hard to help parents balance home and work. One of the ways we've done that is by giving parents better tools to make immediate but informed judgments – about the shows their kids watch, the music they hear, and the video games they play. We have worked hard to give parents new tools like the V-Chip, which, by the end of next month, will be in half the new television sets sold in America, and will help parents block violent programming from their living rooms. We've also made progress on parental screening for the Internet and ratings for Internet game sites.

But we must do more. We must ensure that children are not targets in the marketing of violence. That is why, last week, I asked the Department of Justice and the Federal Trade Commission to study the extent to which the video game, music and movie industries market violence to children – and whether those industries are abiding by their own voluntary systems of regulation.

For ratings systems to work, they must be enforced. Not just by watchful parents, but by retailers at the point of sale, and theatre owners at the multiplex. The great thing about the multiplex is that there's a movie for every member of the family. But not every movie is for every member of the family. When you drop them off at the theatre, you shouldn't have to worry that your "G"-rated kids are getting into violent or suggestive "R"-rated movies. Still, too often, children get past the ticket counter – unescorted and underage.

I am pleased to announce that today, we are drawing the line. The nation's largest group of theatre owners has agreed to ask young people for IDs at "R"-rated movies. From now on, parents will know that the "R" rating means what it is supposed to mean: "Restricted." No one under 17 gets in without a parent or guardian. No exceptions.

Last month, when I challenged theatre owners to step up to their responsibility, I could only have hoped they would respond so quickly. I want to applaud Bill Kartozian [kar-TOE-zhan] and his organization for doing their part. [I also want to thank Senators Hatch and Leahy for the work they have done on this issue.] Every one of us has something to contribute.

The Congress, too, must step up to its responsibility – for the sake and the safety of our children. This week, the House will take up important legislation, already passed by the Senate, to help prevent youth violence. This includes common-sense measures that close the deadly gun-show loophole; require that safety locks be sold with every handgun; ban the importation of large-capacity ammunition clips; and ban violent juveniles from owning guns as adults. I strongly urge the House not to riddle this legislation with loopholes, but to pass it into law, and to pass it without delay.

I hope Congress will follow the lead of these theatre owners. In our growing national campaign to prevent youth violence, none of us can stand aside, and none of us should stand in the way. Our national campaign is gathering members and gaining momentum. And in the weeks and months ahead, I believe we will continue to move forward as one nation, striving together to build a better future for all our children. Thank you.

Now, I'd like to introduce Bill Kartozian to tell us more about the steps that theatre owners have agreed to take.

Message Sent To: _____

John Podesta/WHO/EOP
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COMMENTS: (1) One page
(2) Q & A

8TH STORY of Level 1 printed in FULL format.

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Newsweek

March 1, 1999, U.S. Edition

SECTION: ARTS & ENTERTAINMENT; Pg. 62

LENGTH: 1251 words

HEADLINE: High School Confidential

BYLINE: BY VERONICA CHAMBERS AND YAHLIN CHANG With ALISHA DAVIS

HIGHLIGHT:

Sex, drugs and box-office dollars. A wave of steamy R-rated movies is guaranteed to excite teenagers -- and torment their parents.

BODY:

EARLY IN THE FILM "CRUEL INTENTIONS," one of a spate of eye-opening teen movies due out this spring, a high-school girl offers her stepbrother a wager of interest to all guardians of family values. The challenge: to deflower a newly arrived virgin. If he loses, the stepsister gets his prized classic Jaguar. And if he wins? Kathryn (played by Sarah Michelle Gellar, star of the WB TV series "Buffy the Vampire Slayer") offers a visit to her bed. Sebastian (Ryan Phillippe) needs a little more persuading. Kathryn coils herself provocatively on the bed, then coos to her almost-sibling, "You can put it anywhere you like."

Every generation has its teen-exploitation movies, designed to tap adolescent wallets and maybe tweak a few concerned parents along the way. Cheaply made, these movies locate both adult anxieties and teen fantasies of the moment. If the coming batch is any indication, the current moment is clinically hormonal. We have moved beyond rebels without a cause, the mild miscreants of the breakfast club, even the kitschy slashers of 1997's "Scream." Way beyond. In "Cruel Intentions" (due out March 5), which is a tartly hilarious update of "Dangerous Liaisons," Kathryn fuels her raw sex talk by snorting cocaine from a silver crucifix. A teenage boy in "American Pie" (May 28), already being heralded as "this generation's 'Porky's'," masturbates into a warm apple pie. It makes "There's Something About Mary" look tame. In "Go" (March 25), the second movie from "Swingers" director Doug Liman, kids take drugs, sell drugs, have sex, get shot at, and it's all in a weekend's worth of fun. Real-life parents -- even the parents of Tori Spelling -- are shocked. "I abhor some of these teenage movies," says producer Aaron Spelling, whose vast resume includes "Beverly Hills 90210" and the upcoming movie "The Mod Squad." "I think they're going too far. If they're going to have sexual affairs, I like to see condoms. We do it on TV. I think they should do it."

Where past teen films created stars, from James Dean to Molly Ringwald, the new batch lifts them ready-made from television. Upstart networks like Fox and now the WB have thrived by working the teen market, creating a new set of cool young stars: Gellar, Neve Campbell ("Party of Five"), Katie Holmes and James Van Der Beek ("Dawson's Creek"). The film industry is capitalizing on their teen appeal with a glut of movies both naughty and nice. In January the R-rated "Varsity Blues," which stars Van Der Beek, made a startling \$ 17.5 million in its first weekend. In February the relatively tame "She's All That," featuring a highly publicized cameo of Gellar, as well as the teen R&B star Usher, made

deal because she doesn't have \$ 375 in rent money. But she's only 17. "The fact that there are no parents may not be the literal truth for most teens, but it's the subjective truth," says Lee. "With latchkey kids and divorced parents, many kids feel their parents just aren't there for them."

Whether or not these movies reflect the world most American teenagers live in, the filmmakers think that the teen audience is primed for the ride. Doug Liman describes "Go" as "a celebration of being a teenager and the freedom that gives you to do pretty much anything and get away with it. While you're a teenager, you have a get-out-of-jail-free card. And that's a great thing. The only thing you can do wrong is to not do anything." And certainly, for most teenagers, the wrong thing to do will be to not go to these movies. R stands for Restricted, but for them it is code for Rebellion. Sneaking into these movies will be half the fun.

GRAPHIC: Picture, no caption, BOB FRAME

LANGUAGE: ENGLISH

LOAD-DATE: March 4, 1999

44TH STORY of Level 1 printed in FULL format.

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The Washington Times

April 10, 1999, Saturday, Final Edition

SECTION: PART C; COMMENTARY; Pg. C3

LENGTH: 771 words

HEADLINE: Worthless movie ratings

BYLINE: L. Brent Bozell III

BODY:

For decades, teen-agers' taste in entertainment has served to distress their parents. Alice Cooper in the '70s, Madonna in the '80s and Marilyn Manson today - all were personifications of values colliding with acceptable cultural behavior.

Each act arrived on the scene and found an entertainment industry prepared to allow walls of tradition to be leveled if there was a profit to be found.

Those days have ended. Hollywood no longer needs to be pushed. A look at the crop of teen movies so far this year demonstrates this sad truth.

It tells you something that almost all the major teen-oriented theatrical releases this year have been R-rated. Given that this designation is meant to preclude teens unaccompanied by adults from buying tickets, and given that adults and teens hardly ever go to movies together, we can begin with the premise that movie ratings are no longer enforced and therefore are meaningless.

And you'd be surprised to know what the R rating encompasses, too.

Perhaps the most noteworthy of these teen films is "Cruel Intentions," a prep-school retelling of the "Dangerous Liaisons" story. Sarah Michelle Gellar (WB's "Buffy, the Vampire Slayer") and Ryan Phillippe play Kathryn and Sebastian, super-wealthy Manhattan stepsiblings who amuse themselves by playing vicious games with their peers and each other. The movie is a non-stop parade of premarital sex, girl-girl French kissing, drug use (for good measure, Kathryn keeps her cocaine inside a crucifix pendant) and other forms of decadence.

At least two "Cruel Intentions" stars seemingly couldn't care less what damage they're doing. Though Miss Gellar tried to steer her young Buffy fans away from the picture, she told USA Today, "It's not a moviemaker's responsibility to teach moral lessons. We're storytellers." Reese Witherspoon commented to Newsweek: "It is a very sexual climate in high school. This movie shows parents that this is where your kids are at." Speaking of sexual climates, Miss Witherspoon, whose character is a virgin for most of the film, told the New York Times that "one of the hardest things . . . was to find a modern way to make a teen-ager a virgin. . . . It actually was difficult to find a reason that wasn't self-righteous or obnoxious."

That's right: To choose to remain chaste is now obnoxious.

The Washington Times April 10, 1999, Saturday, Final Edition

"Cruel Intentions," released in early March, started fast at the box office but dropped sharply in its second weekend. January's "Varsity Blues," which has demonstrated more commercial staying power, includes plenty of suggestive sexual material and strip-club nudity. Trailing far behind in terms of popularity are "200 Cigarettes," which deals with sex, sex and more sex, and "Jawbreaker," a black comedy about high-school girls in which, Entertainment Weekly opined, writer/director Darren Stein "can't decide whether he's satirizing his demonic heroines' homicidal indifference or celebrating it."

Opened this week is "Go," which has been likened to "Pulp Fiction." "The kids in this movie have only two goals - survival and getting high," writes Movieline magazine. "Pornography was a key part of 'Go,' " its director, Doug Liman, remarked to the New York Times, which added that the "movie includes a lap-dancing scene (set at a) strip club in Las Vegas . . . a three-person sex scene in a hotel room, and an invitation . . . to a gay couple to join a husband and wife in a swingers' encounter."

Then, there's May's "American Pie," which, according to Entertainment Weekly, centers on "a pack of friends who make a pact to lose their virginity by prom night." In one scene, part of which is included in the film's promotional trailer, a boy masturbates into a warm pie because he's been told the pie filling feels like the inside of a vagina. Believe it or not, the original version of "American Pie" was even more tasteless; Newsweek reported that it "had to lose several scenes just to get an R rating."

So why is Hollywood now shamelessly selling R-rated perversion to youngsters? Newsweek notes that in the movie industry, "the assumption is that underage kids can and will get in, no problem. . . . ("Cruel Intentions" writer-director Roger) Kumble . . . argues there's no way to make a PG-13 film that will have credibility with teen-agers."

Funny. That's exactly what Hollywood said just a few years ago when it virtually stopped producing G-rated movies in favor of the PG-rated genre.

Today, Hollywood is producing for 14-year-olds what not long ago was considered obscene if watched by adults.

L. Brent Bozell III is chairman of the Media Research Center.

LANGUAGE: ENGLISH

LOAD-DATE: April 10, 1999

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Portland Press Herald

April 4, 1999, Sunday, CITY EDITION

SECTION: AUDIENCE, Pg. 1E

LENGTH: 1095 words

HEADLINE: CURSING? CLEAVAGE? 'R'IGHT THIS WAY, TEENS;
DO KIDS FIND THEIR WAY INTO 'R'-RATED MOVIES? HOLLYWOOD'S BANKING ON IT.

BYLINE: From staff and wire reports; Ray Routhier, staff writer, and the Los Angeles Daily News contributed; to this report.

BODY:

Brett Finegold knows he wasn't supposed to see the movie "8 mm." The Nicholas Cage thriller is rated R because of nudity and violence, so no one under 17 is supposed to see it without an adult. Finegold is 16, and he saw it with friends.

Sure, some scenes were graphic, he says, but nothing most teens can't handle. "Teen-agers know all the stuff in the movies before they see them," said Finegold, a sophomore at Deering High School in Portland. "I can't think of an R-rated movie that isn't appropriate."

Hollywood is banking on this way of thinking.]

Teen-agers have been sneaking into R-rated movies for decades. In the '80s, it was "Porky's" and "Fast Times at Ridgemont High." What's changing is the sheer number of R-rated films aimed at kids that Hollywood is churning out. For young teens, R-rated movies (restricted for those under 17 without an adult because of sex, violence or language) are hotter and more plentiful --- and easier to get into --- than ever.

There were 16 R-rated teen films in 1998. There have already been five this year, and the next month will bring five more.]

So far, we've seen a cheerleader wearing a whipped-cream ensemble (and nothing else) in "Varsity Blues," and we've heard explicitly raw sex talk in the current hit "Cruel Intentions." Those two movies are just the warm-up act.

The film most teen-agers are holding their breath for is "American Pie," coming in May. It's about four high school seniors who vow to lose their virginity by prom night, and it includes a scene that's so gross that it's bound to delight many teens.

"We believe we've made this generation's 'Porky's,'" said the film's producer, Warren Zide, without a trace of remorse or shame in his voice. "This movie is a little deeper than you'd imagine, but that will probably be lost on most, since we push the envelope further than any teen movie in recent memory."

It's no surprise that high school kids are going to R-rated movies: There's action, there's sex, and there's the simple act of seeing something that their parents forbid them to see --- and which the movie industry pretends to forbid them to see.

Portland Press Herald April 4, 1999, Sunday,

Consider "Cruel Intentions," a remake of "Dangerous Liaisons." It stars Sarah Michelle Gellar, a teen sensation who stars in the TV show "Buffy the Vampire Slayer," and it's aimed squarely at the high school crowd, despite its R rating.

"It couldn't be more obvious that most R-rated movies are made for teens," said Finegold, the Portland 16-year-old. "There is a whole genre called 'teen slasher flick,' such as 'Scream' or 'I Know What You Did Last Summer,' that no one else would enjoy except for teens."

Filmmakers have been betting on the kids' ability to see these films.

Roger Kumble, the director of "Cruel Intentions," admitted he was counting on underage kids seeing his movie. Casting Gellar was like "dangling the carrot" in front of younger teens, he said. It worked. The movie earned \$ 13 million its opening weekend.

For teen-agers, getting into R-rated movies is almost a rite of passage. And it's plenty easy, too.

"If we want to see an R-rated movie, there's no trouble doing it," said Megan Moulton, 15, of Alfred.

Employees at some movie theaters ask for identification, but it's easy to buy a ticket for a PG film and see an R one instead. At most theaters in southern Maine, there are no ushers posted at the entrances to each screen, so no one's the wiser if a kid buys a ticket for "Doug's 1st Movie" and walks into "Cruel Intentions."

"I don't think it's any surprise that young kids are getting into these movies," said Larry Kasanoff, chairman of the digital media group Threshold Entertainment and producer of the "Mortal Kombat" movies and James Cameron's R-rated "Terminator 2" and "True Lies."

"I remember seeing kids skateboard right up to the ticket counter when 'Terminator 2' opened and getting right in. Teen-agers have been doing this since time began. I remember sneaking into 'Emmanuelle' when I was 13, and it didn't kill me. I turned out OK."

These days, though, even the amorous Emmanuelle might blush when confronted with the adolescent activities in teen movies.

It all leads up to May 28 and "American Pie," although "South Park: Bigger, Longer and Uncut" in June promises to take bad taste to unimaginable heights as well.

"We wouldn't make a 'South Park' movie if it couldn't be rated R," said Trey Parker, who writes and directs the show with partner Matt Stone. "What would be the point? The same was true for 'BASEketball.' Otherwise, it would have been just another Pauly Shore movie."

Until recently, studios have been reluctant to allow teen movies an R rating. Horror films constitute an obvious exception, since there are few discreet ways to disembowel a human being. But with other teen genres, studio executives have typically pushed for a PG-13 rating in order to snare the widest audience.

Portland Press Herald April 4, 1999, Sunday,

Clearly, that thinking has changed, and the success of last summer's gross-and-grosser comedy "There's Something About Mary" has only hastened the process.

"It's as much a case of diversity as anything else," said Michael Costigan, senior vice president of feature production at Columbia Pictures. "There seems to be a divide between the 14- and 15-year-olds and, say, the 17- and 18-year-old audience, and what we're trying to do is find movies that appeal to both. To do that, you probably have to make them a little edgier."

"The thing about teen-agers," Costigan said, "is that they're probably the most sophisticated audience you have going to movies. If they see something they don't think is true, they turn off immediately and you lose them. So you need a feeling of real life in these movies."

And real life, or at least the kind being observed and portrayed by Hollywood screenwriters, has become a more sexually charged and explicit place for young people.

"I know parents are going to be upset, but I think they'd be surprised to find what teen-agers are really up to," Kumble said.

Chris Gray, who is 16, has seen the R-rated films "The Rage: Carrie II," "Shakespeare in Love," "Elizabeth" and "Very Bad Things." With some of these movies, it's hard to imagine what could be offensive or harmful to teens. "Shakespeare in Love" might show a little skin and a stabbing, but it isn't much more explicit than many movies on TV.

"I don't understand why you can't go into an R-rated movie but you can rent one with no problem," said Gray, who lives in Lewiston. "Maybe the R rating should just be a recommendation."

GRAPHIC: PHOTO: color;

Melissa Moseley photo Reese Witherspoon and Ryan Phillippe star i;

"Cruel Intentions," a teen film rated 'R.'

LANGUAGE: ENGLISH

LOAD-DATE: April 16, 1999

Final 06/08/99 10:45am

Jeff Shesol

PRESIDENT WILLIAM J. CLINTON

REMARKS ON

MOVIE RATINGS ENFORCEMENT

THE ROOSEVELT ROOM

June 8, 1999

Now, I hope it won't confuse anybody when I say that I just met with representatives of NATO and we talked about the movies.

I'm referring, of course, to a somewhat different "NATO" than usual – the National Association of Theatre Owners. We did have a very good discussion. I spoke with NATO President Bill Kartozian [kar-TOE-zhan] and his colleagues about the ways creative and committed people are working together to prevent youth violence, and the ways the theatre industry in particular is stepping up to its responsibility.

It was not even two months ago that the tragedy at Columbine High School seared itself into our national consciousness. But ever since that day we have, I think, moved surely and steadily toward the kind of future we want for our country. People from all walks of life are coming together in a national grassroots campaign to prevent youth violence and to give our young people the safe childhoods they deserve.

We all know that parents are the first and most important influence on a child. But we also know that the demands on parents are increasing. As more and more parents work outside the home, they have less and less time for their children.

Parents in the average family now have 22 fewer hours each week to spend at home than parents did a generation ago.

Since my first days as President we have worked hard to help parents balance home and work. One of the ways we've done that is by giving parents better tools to make immediate but informed judgments – about the shows their kids watch, the music they hear, and the video games they play. We have worked hard to give parents new tools like the V-Chip, which, by the end of next month, will be in half the new television sets sold in America, and will help parents block violent programming from their living rooms.

We've also made progress on parental screening for the Internet and ratings for Internet game sites.

But we must do more. We must ensure that children are not targets in the marketing of violence. That is why, last week, I asked the Department of Justice and the Federal Trade Commission to study the extent to which the video game, music and movie industries market violence to children – and whether those industries are abiding by their own voluntary systems of regulation.

For ratings systems to work, they must be enforced. Not just by watchful parents, but by retailers at the point of sale, and theatre owners at the multiplex.

The great thing about the multiplex is that there's a movie for every member of the family. But not every movie is for every member of the family. When you drop them off at the theatre, you shouldn't have to worry that your "G"-rated kids are getting into violent or suggestive "R"-rated movies. Still, too often, children get past the ticket counter – unescorted and underage.

I am pleased to announce that today, we are drawing the line. The nation's largest group of theatre owners has agreed to ask young people for IDs at "R"-rated movies. From now on, parents will know that the "R" rating means what it is supposed to mean: "Restricted." No one under 17 gets in without a parent or guardian. No exceptions.

Last month, when I challenged theatre owners to step up to their responsibility, I could only have hoped they would respond so quickly. I want to applaud Bill Kartozian and his organization for doing their part. Every one of us has something to contribute.

That includes the Congress. I hope members will step up to their responsibility – for the sake and the safety of our children. This week, the House will take up important legislation, already passed by the Senate, to help prevent youth violence.

This includes common-sense measures that close the deadly gun-show loophole; require that safety locks be sold with every handgun; ban the importation of large-capacity ammunition clips; and ban violent juveniles from owning guns as adults. I strongly urge the House not to riddle this legislation with loopholes, but to pass it into law, and to pass it without delay.

I hope others will follow the lead of these theatre owners. In our growing national campaign to prevent youth violence, none of us can stand aside, and none of us should stand in the way. Our national campaign is gathering members and gaining momentum.

And in the weeks and months ahead, I believe we will continue to move forward as one nation, striving together to build a better future for all our children. Thank you.

Now, I'd like to introduce Bill Kartozian to tell us more about the steps that theatre owners have agreed to take.

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Re: Movie Ratings Explanation Announcement

Dear Tom:

After representatives of the National Association of Theatre Owners (NATO) joined the President at the White House on June 8 to announce our enhanced movie rating enforcement and education campaign, you asked that we update you periodically with the additional steps we are taking. Please find enclosed a press release which announces our agreement with the Motion Picture Association of America to provide more information about the reasons for particular movie ratings in display advertisements.

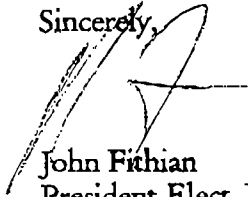
We have also begun to reach out to parent and school organizations regarding ways to better educate parents about the rating system. I will provide you with additional information about that prong of our campaign when our plans become more concrete.

PATTON BOGGS LLP
ATTORNEYS AT LAW

Thomas Freedman
November 18, 1999
Page 2

I also take this opportunity to inform you that Bill Kartoian, President of NATO, has announced his retirement effective December 31, 1999 after eleven years of service to the association's members. I will leave Patton Boggs to become the new President at that time. Bill asked me to thank you for all you have done on these important initiatives.

Sincerely,

A handwritten signature in dark ink, appearing to read "John Fithian", with a stylized flourish extending from the end of the signature.

John Fithian
President Elect, National Association of Theatre Owners

Enclosure

cc: William F. Kartoian, NATO President



THE NATIONAL ASSOCIATION
OF THEATRE OWNERS



THE MOTION PICTURE
ASSOCIATION OF AMERICA

FOR IMMEDIATE RELEASE

Movie Rating Explanations To Augment All Print Advertising

ENCINO, Calif. and NORTH HOLLYWOOD, Calif. – Language explaining why a film received its rating will soon appear on all print advertising for films rated by the Classification and Rating Administration (CARA).

Motion Picture Association of America (MPAA) president and CEO Jack Valenti, following meetings with the National Association of Theatre Owners (NATO), announced the new policy at NATO's Nov. 10 board meeting in Laguna Niguel, Calif.

Following a meeting of the Policy Review Committee of CARA (Classification and Rating Administration, the board that decides movie ratings), Mr. Valenti announced the new policy wherein the rating board will publicize the reasons for the ratings of films within all print advertising of a specific film (newspaper ads, billboards, point of sale material).

The Policy Review Committee, consisting of the Presidents of MPAA and NATO, believes that offering parents expanded information about movie ratings allows them to make informed judgements about films they want their young children to see or not see. The prime objective of the movie rating system, in effect since November 1, 1968, is to give parents advance cautionary warnings about individual films so that parents can better guide their children's movie going. This new policy will be implemented around the first of the new year.

"The new print advertising policy will be a key part of our educational outreach effort, and represents a major step toward enhancing parental awareness of motion picture content," said NATO president William F. Katozian. "We are enormously grateful to Mr. Valenti and the many others at the MPAA and CARA who championed this effort to more widely disseminate this valuable information."

North Hollywood, Calif.-based NATO is the world's largest trade association for cinema owners, representing approximately two-thirds of the screens in the United States and many more around the world.

The Motion Picture Association of America represents the 7 major American film studios. MPAA serves as the voice and advocate of the American motion picture, home video and television industries.

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