

THE WHITE HOUSE

WASHINGTON

May 14, 1999

Violence -
Movie Ratings

MEMORANDUM FOR THE PRESIDENT

FROM: Bruce Reed
Neera Tanden

RE: Ratings Systems for Different Media

This memorandum provides you with information on the ratings system for media, ranging from movies to software.

Movies: All films are rated by a division of the Motion Picture Association of America (MPAA). In 1968, the MPAA adopted the Voluntary Movie Ratings System, which advises audiences about the age-appropriateness of films and limits minors' access to films with adult themes. The ratings board is currently composed of eleven members, all employed by MPAA. The Voluntary Ratings System, currently provides for five ratings categories: G, PG, PG-13, R and NC-17 (see attached list). The rationale for a particular movie rating is provided in movie ads on the Internet and in newspapers, but not in ads on television. For example, on the Internet, a parents' rating guide is available that describes what aspect of the movie -- e.g., strong language, sexuality, or horror violence -- earned the film its rating.

Movie Advertising and Trailers: All movie advertising is approved or disapproved by the Motion Picture Association of America. The same set of standards that govern movies themselves also applies to advertising for movies that appears in magazines, newspapers, billboards, radio, and television. A different, stricter set of standards governs movie trailers. Trailers are approved for either general audience release ("G" / "PG") or for restricted audience release ("R"). "G" / "PG"-rated trailers are for movies that have been rated either "G," "PG," "PG-13," "R," or "NC-17" by the MPAA. Restricted trailers can play in a theatre only if it is playing an "R," or "NC-17"-rated feature. The approval or disapproval of trailers is based on their suitability for viewing by children. "G" / "PG"-rated trailers cannot show any nudity or drugs, and can only show mild depictions of violence. "R"-rated trailers are less restrictive and can display some depictions of nudity and drugs, as well as some violence (though the act of pointing a gun to a character's head is prohibited).

Television: In 1997, ABC, CBS and most cable networks agreed to display age-based ratings on all television programs except news, sports and unedited movies on premium movie channels. The original ratings system indicated only whether a program was age-appropriate; the system was later modified to include information on whether a program contains violence, sexual content, or explicit language (see attached list). In 1998, the Federal Communications

Commission (FCC) approved the current ratings standards for the V-Chip and ruled that manufacturers have until July 1, 1999 to have the V-Chip installed in 13-inch or larger televisions and until January 1, 2000 for remaining televisions. Parents will be able to program the V-Chip to block programming according to the ratings system (see attached ratings).

Premium Cable Television: In June 1994, four premium cable networks -- Cinemax, HBO, The Movie Channel, and Showtime -- initiated a jointly-developed content advisory system that provides descriptive advisories. This voluntary system was established to provide viewers with information about programming containing violence, sex, and offensive language. Executives in the networks' programming departments are responsible for evaluating the programs. This content advisory system includes descriptive codes, such as "MV" for Mild Violence, "RP" for Rape, "GL" for Graphic Language, and "N" for Nudity (see attached ratings).

Sound Recordings: Record companies voluntarily label some newly released sound recordings with a sticker stating "Parental Advisory: Explicit Lyrics." The label does not further describe the content of the recordings; it does not indicate for example whether the lyrics are explicitly violent, sexual, or profane. The recording industry labeling system is wholly voluntary on the part of record companies, with no oversight or enforcement capability by the RIAA. There are no penalties for not placing the advisory sticker on music products that are explicit, and there are no industry guidelines to determine which music products should be labeled.

Interactive Electronics Games: Two major classification systems for interactive electronic entertainment have been created -- the Interactive Digital Software Association (IDSA) for computer software and the Recreational Software Advisory Council (RSAC) for game devices, such as Nintendo and Sega. IDSA established the Entertainment Software Ratings Board (ESRB) as a ratings body for computer software titles. The ESRB classification system has five ratings categories: Early Childhood (EC), Everyone (E), Teen (T), Mature (M), and Adults Only (A). Accompanying these classification labels on title packaging are content descriptors relevant to each category. These descriptors provide consumers with additional content information and in many instances indicate the level of violence or sexual content of the title. Among the descriptors used are the following: Realistic Violence, Realistic Blood, Strong Sexual Content, Use of Tobacco and Alcohol, Mature Sexual Themes.

The Recreational Software Advisory Council Ratings System is the product of a coalition of software companies organized as the Computer Game Ratings Working Group in order to implement a ratings system for game devices. The ratings system developed by the RSAC is based on a five-part classification scale ranging from titles suitable for all audiences to those considered extreme in violent or sexual content and language. The ratings are Level 0, Level 1, Level 2, Level 3, and Level 4. For example, titles considered to have extreme content (Level 4) may contain wanton or gratuitous violence, torture or rape, provocative frontal nudity or explicit sexual activity and graphic language. The RSAC system is based on self-disclosure by the company producing the game.

Online: Unlike other media, a ratings system for the Internet need not be universally applied. In order to protect children from potentially objectionable areas of the Internet, parents can use a

blocking technology to block out all materials that are unrated. Several Internet access providers have already added such parental control technologies to their services. America Online, CompuServe, and Prodigy, for instance, all have systems enabling parents to prevent children from gaining access to any parts of the Internet that the server has not found to be suitable for children. In addition, both Microsoft and Netscape, which together control 97 percent of the web browser market, have implemented a technology in their browsers that allows parents to block material that they deem to be inappropriate. Finally, numerous other technologies are being developed and promoted to enable parents to monitor their children's online activities, set time limits for their children's access online, or let children exchange e-mails only with people on a preapproved list.

Movies Ratings System

G for "General Audiences. All ages admitted."

PG for "Parental Guidance Suggested. Some material may not be suitable for children."

PG-13 for "Parents Strongly Cautioned. Some material may be inappropriate for children under 13."

R for "Restricted. Under 17 requires accompanying parent or adult guardian."

NC-17 for "No children 17 and under admitted."

Movie Advertising and Trailers:

G/PG: for general audiences. May be displayed before any movie.

R: for restricted audiences. May only be displayed by audiences viewing R- or NC-17-rated movies.

Premium Cable Television

MV for Mild Violence

V for Violence

GV for Graphic Violence

RP for Rape

AL for Adult Language

GL for Graphic Language

BN for Brief Nudity

N for Nudity

AC for Adult Content

SC for Strong Sexual Content

TV Ratings System

The following categories apply to programs designed solely for children:

TVY All Children. This program is designed to be appropriate for all children, including children from ages 2 - 6. This program is not expected to frighten younger children.

TVY7 Directed to Older Children. This program is designed for children age 7 and above who have acquired the developmental skills needed to distinguish between make-believe and reality. Themes and elements in this program may include mild fantasy violence or comedic violence, or may frighten children under the age of 7. Programs containing fantasy violence that is somewhat more intense or combative are designated **TV-Y7-FV**.

The following categories apply to programs designed for a broader audience.

TVG General Audience. Most parents would find this program suitable for all ages. It contains little or no violence, no strong language, and little or no sexual dialogue or situations.

TVPG Parental Guidance Suggested. This program contains material that parents may find unsuitable for younger children and the program may contain one or more of the following: moderate violence (V), some sexual situations (S), infrequent coarse language (L), or some suggestive dialogue (D).

TV14 Parents Strongly Cautioned. This program contains some material that many parents would find unsuitable for children under 14 years of age and may contain one or more of the following: intense violence (V), intense sexual situations (S), strong coarse language (L), or intensely suggestive dialogue (D).

TVMA Mature Audience Only. This program is specifically designed to be viewed by adults and therefore may be unsuitable for children under 17. This program contains one or more of the following: graphic violence (V), explicit sexual activity (S), or crude indecent language (L).

Interactive Electronics Games

Entertainment Software Ratings Board

Early Childhood - Titles rated "Early Childhood (EC)" have content suitable for children ages three and older and do not contain any material that parents would find inappropriate.

Everyone - Titles rated "Everyone (E)" have content suitable for persons ages six and older. These titles may contain minimal violence, some comic mischief (for example, slapstick comedy), or some crude language.

Teen - Titles rated "Teen (T)" have content suitable for persons ages 13 and older. Titles in this category may contain violent content, mild or strong language, and/or suggestive themes.

Mature - Titles rated "Mature (M)" have content suitable for persons ages 17 and older. These products may include more intense violence or language than products in the Teen category. In addition, these titles may include mature sexual themes.

Adults Only - Titles rated "Adults Only (AO)" have content suitable only for adults. These products may include graphic depictions of sex and/or violence.

Recreational Software Advisory Council

LEVEL FOUR

Violence Rating Descriptor: Rape, or wanton, gratuitous violence

Nudity Rating Descriptor: Frontal nudity, amounting to provocative display

Sex Rating Descriptor: Explicit sexual acts or sex crimes

Language Rating Descriptor: Crude, vulgar language or extreme hate speech.

LEVEL THREE

Violence Rating Descriptor: Aggressive violence or death to humans

Nudity Rating Descriptor: Frontal nudity

Sex Rating Descriptor: Non-explicit sex acts

Language Rating Descriptor: Strong language or hate speech

LEVEL TWO

Violence Rating Descriptor: Destruction of realistic objects

Nudity Rating Descriptor: Partial nudity

Sex Rating Descriptor: Clothed sexual touching

Language Rating Descriptor: Moderate expletives or profanity

LEVEL ONE

Violence Rating Descriptor: Injury to human being

Nudity Rating Descriptor: Revealing attire

Sex Rating Descriptor: Passionate kissing

Language Rating Descriptor: Mild expletives

LEVEL ZERO

Violence Rating Descriptor: None of the above, or sports related

Nudity Rating Descriptor: None of the above

Sex Rating Descriptor: None of the above, or innocent kissing, romance

Language Rating Descriptor: None of the above

**Motion Picture Association of America
1600 Eye Street, NW
Washington, D.C. 20006**

Phone (202) 293-1966

FAX (202) 452-9823

June 2, 1999

TO : John Podesta, White House Chief of
Staff

FAX: 456-1907

Bruce Reed, Assistant to the President
and Director of Domestic Policy
Council, The White House
FAX: 456-5542

COMPANY : The White House

FAX NUMBER :

FROM : Jack Valenti

NO. OF PAGES : Two (2)

(Includes Cover)

Comments :

**IF YOU DO NOT RECEIVE ALL PAGES
PLEASE CALL (202)293-1966**

Ask for Judy Dickie or Cheri Zottl

Jack Valenti
MPAA

Phone: (202) 293-1966
Fax: (202) 452-9823

*Violence -
Movie Ratings*

MEMORANDUM

Wednesday, June 02, 1999

TO: John Podesta and Bruce Reed

FROM: Jack Valenti



Please convey to the President a correction in his statement about his appraisal of the movie rating system. The President said he was urging the FTC to study marketing practices of the movie industry "with regard to material rated for adults....."

"R" rated (for RESTRICTED) movies clearly state such films contain 'adult material' but --- and this is crucial --- children are NOT barred from seeing them. "R" means that children can see such films if they are escorted by a parent or adult guardian. Therefore whatever the marketing theme, the film being advertised does not ban children from viewing it.

Jack Valenti ^{THE PRESIDENT HAS SEEN}
MPAA ₆₋₇₋₉₉

Phone: (202) 293-1966
Fax: (202) 452-9823

MEMORANDUM

Wednesday, June 02, 1999

TO: John Podesta and Bruce Reed

Mark a point

FROM: Jack Valenti

Jack

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*Copied
Reed
Podesta*

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 Kartozián; its chairman, Barrie Lawson Loeks; and theatre executives Greg Dunn of Regal Cinemas and J. Wayne Anderson of R/C Theatres Management.

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-13 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 Locks, Chairman of the Board of Directors, NATO; President and
Co-Owner of Locks-Star Theatres

Greg Dunn, Vice-Chairman of the Board of Directors, NATO; Executive Vice President
and Chief Operating Officer, Regal Cinemas, Inc.

J. Wayne Anderson, R/C Theatres Management Company

IV. PRESS PLAN

Pool Press

V. SEQUENCE OF EVENTS

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

VI. REMARKS

To be provided by speechwriting.



Jeffrey A. Shesol
06/08/99 10:51:20 AM

Record Type: Record

To: See the distribution list at the bottom of this message
cc: Michael Waldman/WHO/EOP@EOP, Joshua S. Gottheimer/WHO/EOP@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 Kartoizian [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 Kartoizian to tell us more about the steps that theatre owners have agreed to take.

Message Sent To: _____

**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.

**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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Final 06/08/99 10:45am

Jeff Shesol

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MOVIE RATINGS ENFORCEMENT

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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.

**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.

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 announced 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. The announcement of today's new policy came after a meeting between President Clinton and the association's president, William Kartoizian; its chairman, Barrie Lawson Loeks; and theatre executives Greg Dunn of Regal Cinemas and J. Wayne Anderson of R/C Theatres Management.

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.

Reaching Out to Parents

The theatre owners also announced 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 also called for a national study of youth violence. The President 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

The President once again challenged 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. The President called 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. The President also reiterated his 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.

**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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VIOLENCE-
DRAFT RATINGS
NOT FOR
CIRCULATION

June 1, 1999

THEATRE OWNERS ANNOUNCE NATIONAL MOVIE RATINGS ENFORCEMENT AND EDUCATION CAMPAIGN

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

Contact: Bill Kartozián, 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. Kartozián, 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. For years 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 pictures 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.

DRAFT
NOT FOR
CIRCULATION

**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 ratings system, including: weekly rating 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 video tape for members to use with their employees; and a new 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 insure 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.

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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

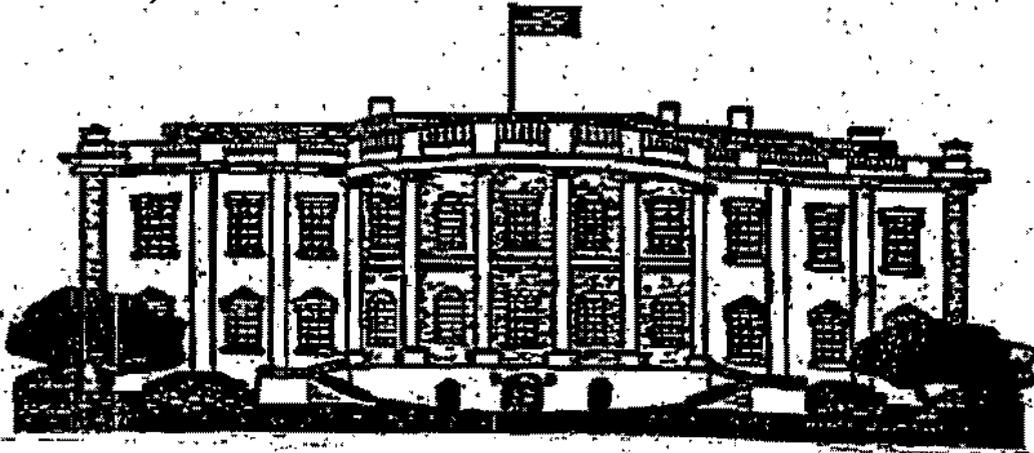
NATO has begun to consult with the National Parent Teacher Association (PTA) and several religious organizations (name them if they agree) regarding the ratings system and the new ID-check policy. NATO will reach out to these groups, the Motion Picture Association of America (MPAA), and any other interested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

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 and 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.

THE WHITE HOUSE



OFFICE OF PUBLIC LIAISON

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To: Bruce Reed

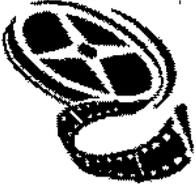
Date: 6/4/99

Page: One of 5

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Phone: _____

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FOR "R" RATED FILMS

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

PHOTO IDENTIFICATION REQUIRED



- 1) PRESS PAPER
- 2) Q+A
- 3)

Richard Socarides 06/07/99 04:10:36 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP@EOP, Thomas L. Freedman/OPD/EOP@EOP

cc:

Subject: Youth Violence Event

----- Forwarded by Richard Socarides/WHO/EOP on 06/07/99 04:10 PM -----



Record Type: Record

To: See the distribution list at the bottom of this message

cc: Mickey Ibarra/WHO/EOP@EOP

Subject: Youth Violence Event

Regarding tomorrow's POTUS event with the National Association of Theater Operators (where nATO will commit to voluntarily ID kids trying to purchase tickets to R rated movies), you should consider reaching out to the National Retail Federation (which represents video stores) and ask them voluntarily announce new efforts to enforce the ratings for both movie and video game rentals. I had a number of conversations with the Federation around the 6/1 FTC Marketing Violence event (when Jay Dunn was on travel), and they seem very receptive to working with us on this issue. If not tomorrow, such an announcement with the Federation (and Blockbuster/Hollywood/Independents) may be enough for the next youth violence

POTUS event. PBS also aired a program on this issue last night, using undercover camera to show how easy it was for underage youth to buy R Rated movie tickets and rent violent videos.

Message Sent To:

- Richard Socarides/WHO/EOP@EOP
- Karin Kullman/OPD/EOP@EOP
- Mary E. Cahill/WHO/EOP@EOP
- Jackson T. Dunn/WHO/EOP@EOP
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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 roll 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. Kartoziian, 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 Kartozián, NATO President
(818) 506-1778

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William F. Kartozián, 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."

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NATIONAL ASSOCIATION OF THEATRE OWNERS RATINGS ENFORCEMENT AND EDUCATION CAMPAIGN

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Purpose

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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.

hefty \$ 16.5 million in 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 Ingwald 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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PRESERVATION

Accompanied by Parent (or Ingenuity)

Theaters Vow to Enforce Ratings; Teen-Agers Vow to Get In

By PETER APPLEBOME

It was Saturday night, movie night, in the suburbs. And the topic, aside from Austin Powers or "The Phantom Menace," was the much ballyhooed crackdown on keeping viewers under 17 out of R-rated films.

It was a new chapter in an old game. Teen-agers from Los Angeles to Long Island yawned, groaned and collectively gave their elders a Poweresque "Oh, behave."

At Roosevelt Field on Long Island, Billy Furnagalli, 16, of Valley Stream, waited outside the Loews sixplex. "I go all the time and have no trouble getting in," he said. "This enforcement is stupid. We know what's going on. We've seen it all before."

Most of us have seen a lot worse."

Prodded by President Clinton, theater owners across the country announced last week that they would increase checks of photo identification cards to enforce the R rating. Under the movie industry's voluntary rating system, those under 17 are supposed to be allowed to see R-rated films only when accompanied by a parent or guardian.

Still, for all the hoopla over the announcement last week many theaters already do their best to enforce the rating. But interviews with dozens of teen-agers at movie theaters near Miami, New York, Los Angeles and Detroit indicated that they had little trouble getting around it. In its announcement the National Association of Theater

Owners referred only to "enhanced compliance" of existing policies, compliance that can only be as strict as the harried ticket seller or usher wants it to be.

Bill Kartozian, president of the theater owners association, said he expected most theaters to work on staff training and phase in enhanced enforcement over the next 30 to 60 days.

The Roosevelt Field theater, for example, has a reputation among teen-agers for enforcing the regulations more strictly than most theaters in the area. But Joseph Choi, 16, and Brian Fang, 15, showed up on Saturday to see R-rated "Instinct," figuring that Mr. Choi would buy the tickets for them and for Brian Kim, 15, using a fake identifica-

tion card. As it turned out no one asked to see identification.

"They shouldn't be proofing us," said Mr. Fang, a student at Herricks High School who said he had recently seen R-rated films like "The Matrix" or "Cruel Intentions." "I just go for the enjoyment of the movie."

In a film business increasingly geared to teen-agers — who flock to popular R-rated films like "Scream," "Varsity Blues," or "I Know What You Did Last Summer" — an R rating is the best endorsement a movie can have.

Teen-Agers See Minimal Impact

So 14-year-old Doron Stalowsky, who was leaning on his skateboard with his friend Jeff Wayne, 15, outside the Century City Shopping Plaza in West Los Angeles, said most of the movies he wanted to see were R-rated.

"The ones that aren't are Disney movies," he said disdainfully. "If a movie looks good, a real action movie, it's probably rated R, like 'Blade.'"

Interviews in suburban Miami and Detroit followed a similar pattern,

conveying a sense that in the porous membrane of entertainment options open to teen-agers, even stepped-up enforcement of the R policy would have a minimal impact on shielding youngsters from objectionable fare.

At the Muvico Paradise Cinemas in Davie, Fla., northwest of Miami, almost all the teen-agers swarming around the theater poked holes in the new policy.

Haldon Greenburg said he sneaked in all the time. Kelly McQuilkan said she could see similar fare or the same films on television. Jackie Ginsberg said she could rent the same movie at Blockbuster, so what was the big deal about keeping teen-agers out of theaters?

"I go to R-rated movies all the time," said Ms. Ginsberg, a ninth grader. "I have been asked for my ID a couple of times. We say we left it at home, and they let us in. We've seen every horror movie that's been out. R-rated might be inappropriate for 10- or 11-year-olds, but we're more educated than they are."

Across the country a few generalizations seem to hold. One is that the teen-ager contemplating the policy finds that the age requirement should be a few years lower. A second is that nothing makes things more enticing to teen-agers than a dose of adult disapproval.

"I think if you put more restric-

tions on it, kids will just want to go even more," said Kristin Finamore, 14, of Floral Park, N.Y., who said she had seen such R-rated films as "Cruel Intentions" and "Jawbreaker."

A third conclusion that getting around the rules requires a little ingenuity, but not all that much.

Most get in by buying a ticket to one movie and then slipping into another. Some have someone else, an older friend or a parent, buy the tickets for them. Others simply browbeat the theater employees.

So when Julia Roth, 16, of Hicksville, Long Island, wanted to see "Halloween H20" not long ago, she simply told the young ticket taker, "I want to see this movie, so get off my back," and waltzed in.

'It Is Just Too Much Violence'

Adults, for the most part, applauded the new restrictive initiative.

Rich C. Weir, who took his 13-year-old daughter, Heidi, decked out in shorts, a black jacket, braces, and blue paint on her toenails, to see "Austin Powers: The Spy Who Shagged Me" in Dearborn, Mich., said he worried particularly about the violence in many R-rated films.

"I think that causes a lot of the school shootings," he said. "It is just too much violence."

Even theater personnel concede that enforcement will be difficult, especially because many of the employees are teen-agers supposed to be monitoring their peers.

"Most kids ask other people to buy their tickets or they lie about their ID's," said Raul Semarriba, assistant manager at Main Street Cinema in Miami Lakes. "We try to enforce the rule, but it's difficult to enforce."

Of course, teen-agers are hardly a homogeneous group, and if 15- and 16-year-olds find the upgraded enforcement something of an affront, some younger viewers are not all

that keen to see the R-rated films anyway.

"A lot of the R-rated movies I'm not interested in," said 13-year-old Lydia Ross of Los Angeles. "It's too much violence and blood."

But even the younger ones seem a little baffled by the notion that keeping them out of films will have much of an impact on their behavior.

"The people who go psycho when they see the movies are still going to go psycho," said Jenna Holtzman, 14, of Los Angeles. "I think we've seen more horror movies than the average person, and we don't kill anyone."

The killings at Columbine High School, which helped generate the new initiative, shocked students so much that some, like Jessica O'Neill, 15, a student at Cooper City High School near Miami, said that the new restrictions at least in theory made sense.

But as she discussed the policy with her friend Amy Solomon, neither seemed to think it would have a huge impact.

"As for sex," Ms. Solomon said, "you can see it on HBO and stuff. And violence? You see it on the streets."

The New York Times

TUESDAY, JUNE 15, 1999

Practicality Is Biggest Foe Of ID Plan For R Movies

By BERNARD WEINRAUB

HOLLYWOOD, June 14 — How are theaters going to enforce the plan announced last week at the White House to require teen-age moviegoers to show photo identification at R-rated films?

The conclusion in Hollywood is quite simple: The overwhelming number of them probably won't.

William Kartozián, president of the National Association of Theater Owners, which represents proprietors of about two-thirds of the movie screens in the nation, said that each theater would develop its own program to enforce the rating system, which has been largely flouted by teen-agers under 17. But studio distribution executives said that the effort faced two major hurdles.

One, of course, is that teen-agers manage to see R-rated films by asking older friends to buy tickets for them, or by buying tickets for, say, a Disney family film and then sneaking into viewings at multiplexes that show R-rated films.

The other enforcement hurdle lies in the economics of the theater business. Theaters earn most of their profits not from movies, but from concession sales of popcorn, soft drinks and hot dogs. As much as 80 cents of every dollar spent is pure profit to the theaters, and managers reap a percentage of concession sales as income.

Theater owners hardly dissuade teen-agers from hanging out in lobbies all day to play video games, which are proliferating at newer multiplexes; buy food, and glide from theater to theater. In this atmosphere, theater owners quite naturally hire people to work at concessions, not to check on teen-agers at individual screens.

Accordingly, Hollywood executives who deal with theater owners daily said that the White House announcement by the country's largest theaters and President Clinton was probably an ineffective way to curb the availability of violent films to children.

"It's unenforceable," a top studio distribution executive said. Few executives

would speak on the record because of the White House role.

Another studio distribution executive, who worked for years at a large theater chain, said simply: "It's unworkable. It's impossible to police unless somebody is standing at the front door and checking tickets stubs and ID's — and that won't happen."

Marvin Antonowsky, a veteran distribution executive for several studios, said: "It's specious. Kids can get into a multiplex. They'll buy a ticket to 'Tarzan' and see 'The Matrix.' Who'll stop them? You're talking about an honor system. Give me a break."

The ratings were set up by the Motion Picture Association of America in 1968, a time of social and sexual turmoil, to replace the prudish and archaic Hays Production Code, which controlled the sexual content of movies for decades. (Under the code, generally, film husbands and wives did not sleep in the same bed.) With the endorsement of theater owners, the board created the ratings as a guideline for parents.

Over the years the ratings evolved into five categories: G, for general audiences, usually cartoons or films for small children; PG, meaning that parental guidance is suggested and some material may be unsuitable for children; PG-13, meaning that parents are strongly cautioned that some material may be inappropriate for children under 13; R, for which youths under 17 must be accompanied by a parent or adult guardian, and NC-17, a relatively new rating, under which no one under 17 is admitted.

(Last week's announcement by the President did not involve R-rated video rentals, which some stores freely make to youths under 17. Some chains require adult applicants

for membership to respond to a question about whether they want their children to be able to rent R-rated movies.)

The plan would require that a ticket taker or someone checking stubs seek ID's from those in line, which would be time-consuming. Even more daunting to owners, especially with the proliferation of multiplexes with 14, 16 or 18 theaters under one roof, theater employees would probably have to stand outside screens showing R-rated movies to insure that no one under 17 slipped in.

Any parent with a teen-ager knows that in terms of drinking, smoking and movies, where there's a will,

Theater checking may work better in smaller towns than large cities.

there's usually a way. Even today, youths under 17 stand in line at a theater, and ask an older friend, or a stranger, to buy a ticket to, say, "The Matrix," which is especially popular now among the teen-age crowd. Or a teen-ager may purchase a ticket for a PG-13 film and slip out in the middle to an adjoining theater to see the R-rated movie.

"It's like Prohibition, forbidden fruit," a studio chairman said. "Whenever you set up rules for teen-agers, you're inviting them to find a way around them."

By all accounts, the plan for ratings system enforcement will probably prove more effective in smaller towns than in larger cities like New York, Los Angeles and Chicago. Mike Patrick, chairman of Carmike Cine-

mas, a Columbus, Ga.-based chain with about 2,700 screens in smaller cities, or what he called "Hometown, U.S.A.," said that it would be extremely difficult, but not impossible, to enforce restrictions on teen-agers.

"The problem is when you have an 18-year-old who buys four tickets, and three of them go to his 16-year-old friend," Mr. Patrick said. "You have to police the auditorium as well as the selling of tickets. Is it realistic? It's extremely hard to do."

But Mr. Patrick said he would impose some unusual restrictions on the coming Stanley Kubrick film "Eyes Wide Shut," an R-rated movie with Tom Cruise and Nicole Kidman that has strong sexual content. The film opens in July.

Mr. Patrick said he would place someone at the door of the theater showing the film to bar anyone under 17 from seeing it unless accompanied by a parent or a guardian adult.

"It's expensive and a lot of trouble and it irritates teen-agers, but it can be done," Mr. Patrick said.

But that plan seems to be an exception. Mr. Kartozián himself said that the rating system was meant to advise parents, and that the monitoring of what movies young people see rests in their hands as well as those of theater owners. "This is a shared responsibility," he said.

One studio distribution chief summed up the mood of many other distribution executives. "The dirty little secret of the distribution business is that with 16, 18, 24 plexes, kids show up and buy tickets for a PG-13 movie and see the one that's R-rated," he said.

"The staff is at the concession stand and the ticket office, not the theater door. Kids will see whatever they want to see."

Violence
More
Ratings

The New York Times

TUESDAY, JUNE 14, 1994

The Outlook

It's Not the Economy, Stupid or Otherwise

A1

CLEMSON, S.C.

Whatever the strange and combustible fuel that is powering Sen. John McCain's insurgent candidacy, economics has little to do with it.

His message is a mix of autobiography, antiestablishment rant, and a seemingly sincere desire to be a president "who can inspire young people to commit themselves to causes greater than their own self-interest." On economics, he says: "America has never been defined solely by our leading economic indicators."

But as the McCain candidacy moves from improbability to possibility, McEconomics deserves some scrutiny. It's a complicated and sometimes confusing meal, cooked up primarily in the mind and experiences of the candidate himself. Unlike George W. Bush, who locked up the GOP economics establishment early, Sen. McCain doesn't have an army of sages he consults on the subject. His principal adviser is former Federal Reserve economist Kevin Hassett, to whom he talks infrequently, and with whom he disagrees on at least one central issue. Mr. Hassett recently cashed in some of his academic credibility to co-write a popular book arguing that the Dow Jones Industrial Average could reach 36,000 in the next few years. Mr. McCain, worried that the average may already reflect a bubble, says bluntly: "That is not a view we share."

The centerpiece of his economic platform is a tax plan distinguished by what it doesn't do: cut the top marginal tax rate. That has been GOP orthodoxy since supply-siders took over the party in 1978. But Mr. McCain says that orthodoxy was "correct for those economic times" but not for today's.

"Now we have a surplus, an economy that's hummin' along in a way we've not experienced in history," he says in an interview. "And in all those bad years we incurred obligations — the Social Security trust fund, Medicare and the national debt." Better to shore up Social Security and Medicare, pay down the debt, and give a tax break to middle-income Americans, he argues, than to give tax cuts to the nation's most prosperous.

When pressed further, Mr. McCain's comments show macroeconomics isn't his strong suit. "If the economy took a downturn," he says, "I would be the absolute first in line saying, 'Cut marginal tax rates, cut capital gains, let's stimulate investment in the economy.'" That gets the economics backwards. Neither cutting the top tax rate nor cutting capital-gains taxes is seen by most economists as an antidote for recession. The argument for those measures is that they increase investment and expand the capacity of the economy over the longer run. Middle-class tax cuts, which are more likely to stimulate spending, are the usual prescription for an unexpected slump.

Mr. McCain may be shaky on macroeconomics, but he is passionate on microeconomics. The recent criticisms that he is strong on foreign policy and weak on domestic policy ignore his energetic term as chairman of the Senate Commerce Committee. "I've been heavily involved in the most important parts of this economy," he argues.

Indeed, Mr. McCain is at his most animated when talking, not about foreign policy, but about the Internet. He compares it to "some combination of the printing press and the Industrial Revolution," and says it is both the "greatest force for good that could ever happen" but also carries great potential "for evil and harm. It depends on how it is guided." To encourage the Internet's development, he advocates the equivalent of an industrial policy — although he doesn't call it that — including a permanent moratorium on collecting Web sales taxes and increased funding for basic R&D.

He believes fervently in competition and the power of markets, but knows that competition isn't always a state of nature. He sees a clear role for an activist government, and harks back to the trustbusting policies of his oft-cited role model, President Theodore Roosevelt. "The only thing worse than regulation," he says, "is an unregulated monopoly."

What would that mean in practice? For starters, he'd reopen the 1936 law that deregulated the telecommunications industry, and write it in a way that would "create competition, give consumers a better deal and cut out all the special breaks that were put in there for the special interests, including the cable companies."

He'd also pursue a vigorous policy of reviewing mergers. He criticized the Bush administration for allowing some airline mergers. And he's worried about consolidation in telecommunications and the media. On the key antitrust issue of our times, however, he takes a pass: "I've not been able to come to a conclusion on Microsoft."

The most interesting economic innovation in a McCain White House might well be the use of the Oval Office as a kind of public woodshed for wayward corporate executives. He talks of calling in the nation's broadcasters "and saying you are the guys who got \$70 billion of free spectrum — one of the greatest rip-offs since the Teapot Dome scandal," and then urging them to develop a uniform system for rating television programs. He says he'd also call in heads of pharmaceutical companies to say that "we've got seniors out there who can't afford their drugs, and we've got to work out some way" to help them.

Whether he'll ever get a chance to exercise his unique brand of conservative activism is now in the hands of GOP primary voters in South Carolina, who vote on Saturday, and in Michigan, who vote the following Tuesday. They've unexpectedly become critical players in this year's most interesting political drama.

—ALAN MURRAY

Violence -
Bad Ratings

What's News—

A1

Business and Finance

FORD INTENDS to enter a bidding war against GM for Daewoo. GM set off the auction in December when it offered about \$6 billion for most of the assets of the insolvent South Korean auto company. DaimlerChrysler also is said to be considering jumping in. The winner will have the potential to be the world's biggest auto maker.

(Article in Column 6)

The Dow Jones Industrials slid 218.42 points, or 2.05% Friday, marking a correction as the blue chips are down more than 10% from their Jan. 14 high. The Nasdaq pulled back Friday, but still ended the week up 3.67%.

(Article on Page C1)

Rupert Murdoch is planning a major restructuring of News Corp. that would consolidate all of the company's global satellite operations and investments into a new public company, people familiar with the plans said.

(Article on Page A3)

Computer sleuths and federal investigators searching for the culprits behind last week's hacker attacks have obtained evidence that points to at least two potential suspects.

(Article on Page A3)

Retail sales slowed in January from December. Economists blamed winter storms and said the slowdown doesn't signal a weakening economy.

(Article on Page A2)

Occidental Petroleum is expected to buy Altura Energy, a U.S. oil-exploration joint venture of BP Amoco and Shell Oil, for about \$3.5 billion.

(Article on Page A2)

AOL is backing away from its promise to open Time Warner's cable networks to its Internet rivals.

(Article on Page B1)

Equity Office Properties agreed to acquire Cornerstone Properties for \$2.64 billion in cash and stock and the assumption of \$1.8 billion in debt.

World-Wide

RUSH AND MCCAIN LOOKED for an edge in their tight South Carolina race.

With polls showing a dead heat as Saturday's contest nears, the Texas governor appears to be adopting his rival's accessible-reformer New Hampshire playbook. The Arizona senator, meanwhile, looks for ways to court independents and Democrats, who can vote in the GOP primary. Toward that end, McCain Friday vowed not to air any negative ads. They face off in a televised debate tomorrow. (Article on Page A41)

The Reform Party dissolved into disarray as Gov. Ventura quit, the chairman was ousted and Trump decided not to run for president over party disharmony.

At least 21 U.S. jetliners were found to have irregularities with their horizontal stabilizer jackscrews, the part suspected in the Alaska Air crash, and have been temporarily grounded. Inspections of about 1,200 planes, ordered after the device was recovered last week, are to be finished by today.

Indonesia's president removed ex-military chief Wiranto from the cabinet, reversing a decision made only hours earlier to let him stay in the post temporarily. Local media said, Wahid's back-and-forth moves came after a 16-day foreign trip during which talk of the possibility of a coup swept Jakarta.

Britain and Ireland were urged by a top Northern Ireland Catholic leader to rule on a new IRA disarmament proposal after London Friday suspended home-rule government in the province to prevent a collapse of the peace process. The guerrillas reportedly have offered to put weapons "beyond use."

NATO troops in Kosovo killed an ethnic Albanian sniper and wounded two others after a weekend of ethnic violence in Mitrovica in which two French soldiers were hurt. Separately, a cyanide spill from a Romanian gold mine reached Serbia after killing most life in the Tisa River, a Danube tributary.

Israel and the Palestinians missed a deadline for a framework permanent peace treaty. Israel expressed hope one could be crafted in six weeks. Meanwhile, a top aide says Barak is committed to a July pullout from Lebanon despite escalating violence that has killed seven soldiers in two weeks.

Oil inventories fell by the largest amount in a decade during the fourth quarter and are now likely draining even faster, the IEA reported.

(Article on Page A30)

The White House moved to impose stiff tariffs on some steel imports, in a bid to protect about 5,000 U.S. jobs.

(Article on Page A36)

Petsmart is expected to announce an aggressive marketing strategy following Pets.com's disappointing IPO.

(Article on Page B6)

NatWest's board recommended Royal Bank of Scotland's \$33.79 billion takeover bid. The level of acceptances for the offer is expected to easily exceed the 50% needed to take control.

(Article on Page A19)

AbtBlb agreed to buy Donohue for \$4 billion in cash and stock to create the world's biggest newsprint maker.

(Article on Page A32)

AT&T's consumer-unit president, H. Eugene Lockhart, is leaving the firm to join an Internet start-up.

(Article on Page B16)

The FCC is set to approve rules that would facilitate efforts by cell-phone firms to let customers bill callers.

(Article on Page B6)

Markets—

Stocks: NYSE vol 1,022,248,520 shares, Nasdaq vol 1,684,290,267. Dow Jones industrials 10425.21, off 218.42; transportation 2436.13, off 39.14; utilities 395.97, off 2.12.

Bonds: Lehman Brothers Treasury index 8104.35, up 48.96.

Commodities: Oil \$29.43 a barrel, unchanged. Dow Jones-AIG futures index 98.797, off 0.519; DJ spot index 120.11, up 0.37.

Dollar: 103.82 yen, off 0.32; 1.0135 euros, off 0.0018; 1.9822 marks, off 0.0637.

Russian electoral authorities took applications from 15 candidates for presidential elections March 26. Putin leads, but a 30% rise in government vodka prices may hurt. Meanwhile, the Washington Post says Russia wants to stop converting military reactors to civilian use and close them instead.

Moscow secured an agreement Friday with the London Club to reschedule nearly \$32 billion in Soviet-era debt. The deal normalizes relations with creditors for the first time since 1993. (Article on Page A17)

The U.S. and the IMF reacted to allegations that Ukraine may have misused international loans by considering strict conditions on future lending to Kiev. Ukraine is now negotiating to free up \$1.6 billion of a \$2.6 billion package. (Article on Page A15)

Britain sent back to Afghanistan 72 of the 142 people who came to London aboard a commandeered jet last week in what may have been a hijacking or just a mass bid for asylum. Embarrassed authorities had said earlier only 37 had volunteered to go home.

Gene-therapy research took a fresh blow when the FDA said it was checking possible contamination in a trial. A St. Jude's scientist said the problem may simply be false-positive lab results. (Article on Page B2)

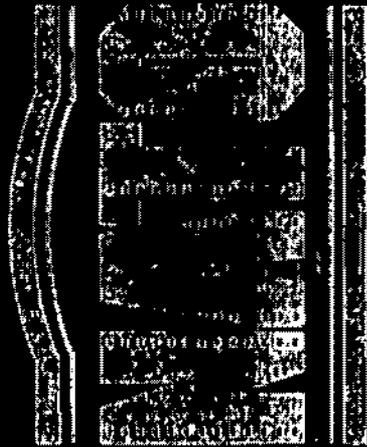
The top U.N. aid official in Iraq asked to be relieved of his duties. Diplomats say he found it difficult to work under sanctions that have crippled the Iraqi economy. That stance aroused U.S. and British criticism.

Zimbabweans voted in a referendum on constitutional changes to boost Mugabe's power and allow seizure of land owned by white descendants of British settlers. An opposition leader was arrested at one poll.

Space shuttle Endeavour blasted off Friday on an 11-day flight to build a 3-D map of the Earth. On Saturday, a Russian rocket lofted an Indonesian satellite into orbit after Kazakhstan jet launches of Protons resume.

Died: Charles M. Schulz, 77, creator of the "Peanuts" comic strip, Saturday, in Santa Rosa, Calif., after battling colon cancer. . . . Tom Landry, 75, longtime Dallas Cowboys coach, Saturday, in Irving, Texas, of leukemia. . . . Roger Vadim, 72, French film director famed for romances with his leading ladies, Friday, in Paris, of cancer.

NATIONAL ASSOCIATION OF THEATRE OWNERS



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.

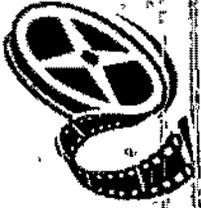
2. Education Outreach Effort

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.



FOR "R" RATED FILMS

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

PHOTO IDENTIFICATION REQUIRED



**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