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The Honorable Dan Glickman
Chair and CEO
Motion Picture Association of America, Inc.
1600 I Street, N.W.
Washington, DC 20006


Dear Mr. Glickman:

I enclose one of the letters I sent today, joined by 31 other Attorneys General, to the chief executive officers of the Motion Picture Association of America (MPAA) member companies urging them to implement the unequivocal recommendation made to them in February 2007 by Dean Barry Bloom and Associate Dean Jay Winsten of the Harvard School of Public Health (HSPH) and Dr. John Samet, Chair of the Department of Epidemiology of the Johns Hopkins Bloomberg School of Public Health: "Eliminate the depiction of tobacco smoking from films accessible to children and youth."

In your October 6, 2006 letter on behalf of the MPAA member companies, you made a commitment to the Attorneys General to obtain recommendations from HSPH on "how to best address the issue of tobacco in motion pictures and its potential impact on youth and smoking," to gain a consensus among the MPAA member companies, and then begin to implement them.

We urge the MPAA and its member companies to fulfill this commitment to implement the HSPH recommendation to eliminate the depiction of smoking from films accessible to children and youth. There is simply no justification for further delay.

Sincerely,


Douglas F. Gansler
Attorney General of Maryland

Enclosure