

NLWJC - Kagan

DPC - Box 012 - Folder 015

**Crime - Youth Violence
Entertainment Proposals**

Crime-youth violence -
entertainment proposals



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Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP

cc:

Subject: Re: ftc 

If we're still looking to do things on the Hollywood front, what about advocating for additional content standards in the movie ratings?

The movie rating system has been subject to quite a bit of criticism because it is only an age-based, rather than a content-based system. The MPAA sees the movie and gives it a an age rating, but doesn't widely publicize why the movie got the rating it did, e.g., was "Scream" rated R for violence and gore, or for sexual content. Right now the rationale for the MPAA's movie rating is provided in movie ads on the Internet and in some newspapers, but is not provided in television ads for movies or on movie posters and the like. 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.

Also, the TV ratings system was originally modeled on the movie ratings system, and because of the criticism of the lack of content in their ratings, the networks eventually added in content standards.

At the very least, we could advocate for wider publication of the rationale for the movie rating, so people, particularly parents, have a better sense of what they are going to see. There seem to be a lot of steps they could take on this front.

I'm happy to pursue more research of this issue, if you think that makes sense.