

The "G" Rating Initiative

Offering "G" rated versions of popular movies

Dear Sir or Madam:

Allow me to explain an initiative by concerned citizens, and how it can benefit your movie studio, and the viewing public.

The "G" Rating Initiative asks that movie studios produce "G" rated versions of existing "PG", "PG-13" and "R" rated movies. It is a simple and inexpensive matter for any movie studio to do this. It involves the deletion of those scenes which earn the movie a "PG" or "R" rating. The deleted scenes are easily filled in by extending existing scenes or adding previously unused scenes in the editing studio.

The spy movie replaces graphic sex with an additional minute of action or suspense. The action crime movie replaces graphic violence with a "G" rated suggestion of it. The drama stops short of following adultery to its conclusion. This is the way Oscar winning movies of the past were made.

Your studio will reap additional profits from producing "G" rated versions of movies, alongside the "PG" and "R" rated versions. The "PG" and "R" version will retain its entire sales base, and the "G" version will expand this. These "G" versions will be purchased by concerned parents, libraries, churches, youth organizations, and this act of good will can only enhance your reputation in the community! It will cost you little to make this effort, the rewards are large, and I ask you to do this.

Sincerely,

Cut this section and mail to the movie studios listed. Your best results might come from a specific addressing : "Director of Marketing", "Distribution Director", "Vice President of Production", "Public Relations", "Director of Production Planning", these are influential positions all studios have.

MGM/Orion Pictures, 2500 Broadway, Santa Monica, CA, 90404-3061

Warner Brothers Pictures, 4000 Warner Blvd., Burbank, CA, 91522-0001

Universal Pictures, 100 Universal City Plaza, Universal City, CA, 91608-1085

Columbia Pictures, 10202 West Washington Blvd., Culver City, CA, 90232-3195

Twentieth Century Fox, 10201 West Pico Blvd., Los Angeles, CA, 90064-2606

Paramount Pictures, 5555 Melrose Avenue, Los Angeles, CA, 90038-3112