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**MPAA Chairman and CEO Senator Chris Dodd Unveils  
New ‘Check the Box’ Movie Ratings Awareness Campaign**  
*MPAA and NATO team to urge parents to use ratings descriptors when making  
viewing choices for their families*

LAS VEGAS – MPAA Chairman and CEO Senator Chris Dodd delivered remarks today at CinemaCon, the annual National Association of Theatre Owners (NATO) convention. During his address, Senator Dodd together with NATO President John Fithian revealed a new campaign intended to remind parents about the important tools at their disposal which allow them to make educated decisions about content appropriate for their children.

Speaking at The Colosseum inside Caesar’s Palace, Senator Dodd said:

Throughout its existence, the goal of the rating system has never changed: to inform parents and allow them to make their own decisions, considering their children’s sensibilities and unique sensitivities. In 1990, we took a significant step to advance that goal, introducing rating descriptors for every film that is rated PG or higher, giving parents a snapshot of the content in each movie that leads to its rating.

The campaign we are announcing today focuses on these descriptors, giving parents the information they need to navigate the rating system and movies coming to their theaters. We’ve produced something we believe you will be proud to showcase at your theaters.

Dodd noted that the Classification and Rating Administration (CARA) of the MPAA has renewed and improved the rating block to make the descriptors more prominent as well as creating educational materials, including a PSA and posters, to be showcased in theaters across the country. The campaign urges parents to “Check the Box” (the ratings box) so they can learn more about the content of a movie before determining if it is appropriate for their children.

To view a PSA that is part of the campaign, click [here](#).

In his “state of the industry” speech, Senator Dodd also spoke of the thousands of professionals in the film and television industry whose talent, insight, and expertise often go unrecognized but who are ultimately responsible for creating entertainment products enjoyed by millions. These creators, like music supervisor Randall Poster or casting director Pat Moran, have fascinating stories to tell and are celebrated on the MPAA sponsored website [TheCredits.Org](http://TheCredits.Org). Senator Dodd spoke about the site during his remarks:

The Credits honors the 99% of the creative community who work behind the scenes, and tells the stories of Hollywood’s unsung heroes. And not just in Hollywood or New York, but in all 50 states—because film and TV has a presence—and makes an economic impact—in every single one.

For a copy of Senator Dodd’s remarks as prepared for delivery, click [here](#).

***About the MPAA***

*The Motion Picture Association of America, Inc. (MPAA) serves as the voice and advocate of the American motion picture, home video and television industries from its offices in Los Angeles and Washington, D.C. Its members include: Walt Disney Studios Motion Pictures; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; and Warner Bros. Entertainment Inc.*

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