



January 23, 2009

Mr. Kevin James
C/O Endeavor Talent Agency & PMK/HBH
9601 Wilshire Boulevard
Los Angeles, CA 90211

Dear Mr. James,

On behalf of the California Association of Licensed Security Agencies, Guards & Associates (CALSAGA), we congratulate you on the successful opening weekend of your new feature film, *Paul Blart: Mall Cop*, this past weekend.

CALSAGA is the only industry association in California representing the private security industry, with nearly 300 member companies that employ roughly 60,000 private security officers in the State. Our mission is to raise professionalism and standards in the private security industry, and to enhance public perception of the private security industry and the men and women who work in this field.

We want you to know that, although the role of a private security officer in society is a very serious and important one, there is no profession above having some fun poked at itself, and no doubt many of our members joined the public at large in enjoying your role in this film.

However, while we take your movie in the good fun in which it was intended, we are hoping you might be willing to join us in using the heightened awareness of security officers that has come with your film to make some larger points about some serious issues, including the increased standards in this profession in recent years, and the alarming increase in attacks and assaults on security officers in the United States.

For example, many are not aware that in a typical year, between 50 and 100 private security officers are killed while on duty, and many hundreds or even thousands more are assaulted, according to new reports, industry reports, and the U.S. Census's Bureau of Labor Statistics.

At the same time, the role of a security officer has evolved dramatically in California in recent years. With strong support from the security industry, from security officers, from organized labor, and from the Legislature, California has made major strides in professionalizing private security, mandating background checks prior to security officers going to work and increasing training requirements. Private security officers protect life and property at thousands of locations, ranging from military bases and nuclear power plants to amusement parks, sports arenas, oil refineries, chemical plants, factories, high profile retail establishments, movie theaters, and production studios.

California is looked upon as a leader in our industry, as no other State requires the level of screening and training requirements of its security officers. Because of this, we believe our security officers are better equipped to ensure public and consumer protection, in a post 9/11 world.

On behalf of the hundreds of thousands of private security officers in our state and nation, we would like to ask for your help to educate the public about the role of a security officer in today's society, and that while comedies can and should be viewed in good fun, attacks on security officers are a serious issue. With the success of your movie, we believe that it is an appropriate time to produce a brief public service announcement (PSA) that highlights these issues.

California Association of Licensed Security Agencies, Guards & Associates

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Each day, there is another heroic story of a security officer saving a life or thwarting a robbery. Each day, security officers are attacked, and tragically, nearly every week, one is killed on duty. These are the stories that will begin to resonate with your assistance.

We thank you for your support and appreciation for the industry, and hope that you would be willing to take some time do this PSA. If applicable, our association is prepared to back this effort financially, in the effort to ensure it comes to fruition.

Thank you for considering our request, and please let us know if we can follow up with someone in your organization to discuss further.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeff Flint". The signature is fluid and cursive, with the first name "Jeff" and last name "Flint" clearly distinguishable.

Jeff Flint,
Executive Director