



## Legislation Text

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**File #: 000632, Version: 0**

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ORIGINAL

ALD. BREIER, SANCHEZ, PAWLINSKI, CAMERON-ROLLINS AND DONOVAN  
Resolution relating to "Jet Grind Radio," a new game produced by Sega of America, Inc.

This resolution expresses the Common Council's dismay over the proposed production and distribution of the "Jet Grind Radio" game by Sega of America, Inc. The resolution requests that Mr. Shoichiro Irimajiri, CEO and Chairman of the Board of Sega of America, Inc., cancel all production and distribution of the game.

Whereas, Sega of America, Inc., is renowned around the world for its inventive and demanding action/adventure games; and

Whereas, Sega action/adventure games such as "Sonic Adventure" and "Super Magnetic Neo" provide challenging fun for players without denigrating law enforcement or glorifying graffiti vandalism and property damage; and

Whereas, Sega of America, Inc., has announced its intention to market a new game, "Jet Grind Radio," that treats graffiti vandalism as an art form and that glorifies successful evasion of law enforcement officers; and

Whereas, Graffiti vandalism is a worldwide urban plague, which frightens neighborhood residents, damages and destroys property and requires the expenditure of large sums of public money which could be better used for other projects; and

Whereas, The City of Milwaukee alone spends over \$1 million a year to prevent and abate graffiti and to enforce the legal prohibitions against it; and

Whereas, The Sega web site describes "Jet Grind Radio" as a game featuring kids who are "unified and inspired to fight for their rights of expression, which includes graffiti art;" and

Whereas, The Sega web site directs the game players to "grab your spray cans and design your own piece on one of the immense walls" in the game's city, and further warns players that "the cops will be after you too, so you'll have to be quick;" and

Whereas, Such glorification of illegal graffiti vandalism in the imaginary world of Sega games will only encourage proliferation of this serious and

costly problem in the real world which we all inhabit; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the Common Council expresses its dismay over the proposed production and distribution of the "Jet Grind Radio" game by Sega of America, Inc.; and, be it

Further Resolved, That the Common Council requests that Mr. Shoichiro Irimajiri, CEO and Chairman of the Board of Sega of America, Inc., give serious consideration to the increased graffiti vandalism that can be anticipated after widespread distribution of "Jet Grind Radio;" and, be it

Further Resolved, That the Common Council requests that Mr. Irimajiri direct that all proposed production and distribution of "Jet Grind Radio" be cancelled.

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7/18/00