



Endorsement Checklist

Winning organizational endorsements from local, state and national organizations shows Hollywood that the AMA Alliance is committed to getting tobacco out of youth-rated movies. Use this checklist as a guide when working to collect endorsements that will strengthen our voice against smoking in youth-rated films.

Step 1: Educate yourself, your Alliance and community organizations about Screen Out!

- _____ Conduct a training using the Screen Out! member's guide and Power Point presentations that are available online and in the virtual toolkit
- _____ Become familiar with Screen Out! talking points and smoking statistics that are available online and in the member's guide
- _____ Become familiar with the goals of the campaign and the four solutions that you are asking organizations to endorse

Step 2: Develop an action strategy that works best for your community

- _____ Set up a meeting with Alliance members to develop an endorsement strategy
- _____ Brainstorm local organizations to target in your community
- _____ Use the strategy chart in the toolkit to develop an endorsement strategy that is specific to your community

Step 3: Initiate Contact With Targeted Community Organizations

- _____ Write a letter to your target organization(s) asking them to support Screen Out!'s four solutions
- _____ Follow-up your letter with a phone call to discuss the endorsement in greater detail
- _____ Document your endorsement activities to keep track of which organizations you have contacted and followed up with

Step 4: Get the Official Letter!

- _____ When the organization agrees to endorse, get the official letter signed
- _____ Send the endorsing organization a thank you letter
- _____ Send a copy of the endorsement letter to the Motion Picture Association of America (MPAA) Attn: Dan Glickman, President 1600 Eye Street, NW Washington, DC 20006

Step 5: Contact the national office to let us know about the endorsement

- _____ Contact the national AMA office with a fax, e-mail or copy of the endorsement you gained. We don't want your work to go unnoticed!

All the materials you need for a successful endorsement campaign can be found online at the Screen Out! website. Visit www.screenout.org for a sample endorsement strategy chart, letters to potential endorsing organizations and press releases. Please direct any questions about the endorsement process to Melissa Walthers, Project Coordinator, at melissa-walthers@ama-assn.org or 312-464-4470.



American Medical Association Alliance
515 North State, Street, 9th Floor
Chicago, IL 60610
www.screenout.org