

Gaining Support for Screen Out! Through Endorsements

What is an endorsement?

An endorsement demonstrates to the movie industry that a network of state, local and national groups are concerned with on-screen tobacco promotion in youth-rated films and support the four solutions of the Screen Out! campaign.

Endorsements are a critical component of the Screen Out! campaign because 1) They provide education and information to the organizations that agree to support Screen Out! and 2) They demonstrate to the movie industry that Screen Out! has a broad based support network.

Frequently Asked Questions

Who can I ask for an endorsement?

Any organization that cares about the health of children can be approached for an endorsement. Here are a few ideas to get you started.

- ◆ Parent-Teacher Associations
- ◆ Girl/Boy Scouts
- ◆ Local health departments
- ◆ Hospitals
- ◆ Schools
- ◆ Movie theaters
- ◆ Retailers that sell DVDs
- ◆ Churches
- ◆ Day cares
- ◆ State medical society

What resources can I utilize when trying to get an endorsement?

A variety of resources are available to you including powerpoint presentations that can be used to introduce the potential endorsee to the evidence regarding the dangers of on-screen smoking and the four solutions supported by Screen Out!. Sample letters that can be used to initiate contact with an organization are also available. All of these resources, and more, are available in the endorsement toolkit as well as on the Screen Out! website.

How do I initiate contact with an organization?

After using the strategy chart to determine your target(s), initiate contact by sending a letter to the potential endorsee to inform them of your interest in gaining their support. Follow up the letter by calling the organization to discuss the issue further. You can find more detailed, step by step information regarding the endorsement process in the endorsement toolkit as well as on the Screen Out! website.

What should I do if I get an endorsement?

Contact the national office to let them know about the endorsement you gained. Also send a copy of the endorsement letter that the endorsing organization signed to the Motion Picture Association of America. We want to ensure that your work does not go unnoticed! Sample press releases that can be published in your local newspaper to show the support of the endorsee are available online and in the Screen Out! member's guide.

To access more information, visit www.screenout.org



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