



October 31, 2006

Stanton Glantz, Ph.D.  
Professor of Medicine  
University of California, San Francisco  
530 Parnassus  
Suite 366, Box 1390  
San Francisco, CA 94103-0130

Dear Dr. Glantz:

No parent in America wants to pay for a movie that pushes smoking at kids. The American Medical Association (AMA) Alliance believes that "Screen Out!" hits a central interest in the nation's medical families for the health of all families and their children. We believe the Screen Out Campaign will get tobacco out of youth-rated movies, saving as many as 60,000 tobacco-related deaths every year.

Generations will benefit, therefore, the AMA Alliance, a nonprofit health advocacy network of 26,000 members, endorses the four objectives of "Screen Out!" and encourages all Alliance members to participate in Alliance "Screen Out!" initiatives to:

1. Rate new smoking movies "R," with the sole exceptions being when tobacco presentation clearly and unambiguously reflects the dangers and consequences of tobacco use or is necessary to represent smoking of a real historical figure.
2. Require producers to certify on screen that no one on the production received anything of value in consideration for using or displaying tobacco.
3. Require that strong anti-smoking public service announcements or advertisements appear ahead of any movie presentation and on or within packaging of any movie that depicts tobacco use, regardless of rating.
4. Require producers to stop identifying tobacco brands in their movies.

We are proud to be a part of your initiative that supports changes that will affect the lives of children worldwide.

Sincerely,

A handwritten signature in black ink that reads "Nita G. Maddox". The signature is written in a cursive, flowing style.

Nita Maddox  
AMA Alliance President