



THE NATIONAL ASSOCIATION
OF THEATRE OWNERS
750 First Street, N.E., Suite 1130
Washington, D.C. 20002

NATO Member Checklist

Ratings Awareness Month - June 2008

- ❑ **Employee Notification Regarding Ratings Awareness Month** -- Member company executives should notify ALL employees that June 2008 is Ratings Awareness Month, and should describe the company's activities planned for the month. Theater personnel responsible for press inquiries should be made fully aware of all activities undertaken by the company.
- ❑ **ID-Check Policy Reminder** -- Member company executives should remind all company employees of your ID-Check policy for "R" and "NC-17"-rated films, via company-wide memo, staff meetings, and other appropriate communication channels.
- ❑ **Personnel Policy Review** -- Ratings compliance officers should review their personnel policies to ensure proper emphasis on ratings education and enforcement. Any updates or enhancements in those policies should be promptly communicated to all employees.
- ❑ **Display Ratings Posters** -- Ratings compliance officers should take steps to ensure that posters explaining the ratings system are displayed in every theater complex. Contact NATO if you need additional posters. (A ratings poster request form can be downloaded from NATO's website, www.natoonline.org, or accessed from the link in the reminder email.)
- ❑ **Include Ratings Information on Web Site** -- Ratings compliance officers should work with their company information technology providers to ensure that ratings information is included on your company's web site. (A checklist specific to website information is located below.)

- ❑ **Include Ratings Information and Protocols on Online Ticketing Systems and Kiosks** -- Ratings compliance officers should review the online ticketing system and ticketing kiosks utilized by your company to make sure that ratings information is included in the system. You should also review the prompts utilized when tickets for “R” and “NC-17”-rated movies are ordered to ensure proper age requirement notification.
- ❑ **Monitor One-Sheets to Ensure Ratings Information is Included Once the Movie is Rated** -- Studio marketing departments should distribute movie posters with ratings information once a movie is rated. Theater personnel must ensure that unrated posters are replaced with rated posters once they become available. If rated posters are not made available after a movie is rated, theater personnel should inform NATO.
- ❑ **Reach out to Local Newspapers** -- Ratings compliance officers and company marketing executives should contact newspapers with whom you do business to encourage them to include reasons for the ratings in their movie reviews.
- ❑ **Reach out to Community, Parent and Religious Organizations** -- Company executives and ratings compliance officers should consider using the NATO ratings Power Point to provide tutorials to local groups on the rating system. Electronic copies of the tutorial can be obtained by going to www.natoonline.org and clicking on the link.
- ❑ **General Patron Education** -- Company executives and ratings compliance officers should investigate additional ways to use this month to educate patrons about the ratings system. Post your company’s ratings policy where all patrons can see. Encourage box office attendants to mention the ratings in their conversations with patrons. Conduct theater open houses and disseminate ratings information. Reach out to local schools. Create employee contests with ratings themes. Be creative and have fun!

Please contact Kymberli Shoemaker at the NATO offices at 202/962-0054 or kas@natodc.com, if you have any questions, suggestions or concerns.

Enclosure



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Web Site/Kiosk Movie Ratings Checklist

All movie theater company web sites, all movie ticketing web sites, all ticketing kiosks and all other sites displaying information about movies to which theater company sites are linked should include the following:

- (1) Ratings should be prominently displayed in conjunction with all movies referenced on the site;
- (2) Ratings reasons should be prominently displayed in conjunction with the rating for all movies referenced on the site;
- (3) The site should provide detailed general descriptive information about the MPAA/NATO movie ratings system;
- (4) The site should link to rating information available on other sites, such as parentalguide.org, filmratings.com, or MPAA.org; and
- (5) The site should include additional warnings related to the admittance of people under age 17 to “R”-rated movies, or people under the age 18 to “NC-17”-rated movies.