

Office of the Secretary,  
Federal Communications Commission  
1919 M St. NW  
Washington DC 20554

FCC MAIL ROOM

MAR - 4 1997

2/20/97

DOCKET FILED

RECEIVED

CS Docket No. 97-55

Dear FCC,

We appreciate the opportunity to file this formal comment concerning the ratings system recently implemented by the television industry.

It is our view that the age-based system that has been adopted by the television industry is not adequate to accomplish the goal for which it was implemented. There are several ways that an age-based system fails, and we would like to draw your attention to two of them.

The first problem is that it is administered by the television industry itself. If the goal is to protect our children from explicit sex, violence, and language content, then the public would be well served by having an independent body overseeing this function. We cannot reasonably expect "the fox to guard the hen house". Whatever ratings system is implemented, it must be administered by those who have the best interests of America's children as their motive. The television industry is incapable of rating the content of their own productions, because profit is their primary motive.

Secondly, a poor ratings standard is worse than no ratings system at all. The current age-based system gives no guidelines concerning the offensive *content* of the shows. If we don't specifically address what is offensive in a given show's *content*, then all we are doing is giving the television programmers a shield to hide behind when consumers are offended at what television contains. The age of the viewer is relatively insignificant at this point. Offensive content is offensive content, for adults as well as children. There should be no double-standard.

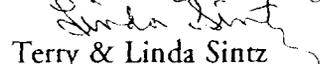
Instead of the current age-based system, a better plan would be a content-based system administered by individuals who are fully independent of TV production and profits, who have high moral and ethical standards which flow from the Judeo-Christian faith upon which this nation was founded.

Traditionally, parents have been the primary filter for protecting America's youth from inappropriate TV viewing. In view of the relatively weak state of the modern American family, it becomes all the more important for the FCC to implement TV ratings which truly offers *all* viewers protection from the daily bombardment of explicit sex, violence, and language which characterizes much of current television programming.

The best solution is for the television industry to quit broadcasting explicit sex, violence, and language. Until that unlikely event happens, it is up to good and moral people to prevail in this effort of determining what is appropriate for public television viewing.

We urge the FCC to implement content-based ratings, which afford Americans the *most* protection possible.

Sincerely,

  
  
Terry & Linda Sintz  
6117 Gant Road  
Brookville, IN 47012

No. of Copies rec'd \_\_\_\_\_  
List ABCDE \_\_\_\_\_

RECEIVED  
MAR 7 10 50 AM '97  
CABLE SERVICES BUREAU

Office of the Secretary,  
Federal Communications Commission  
1919 M St. NW  
Washington DC 20554

FCC MAIL ROOM

MAR 4 1997

DOCKET FILE COPY CREATED

RECEIVED

CS Docket No. 97-55

RECEIVED  
2/26/97  
7 8 50 AM '97

CABLE SERVICES BUREAU

Dear FCC,

We appreciate the opportunity to file this formal comment concerning the ratings system recently implemented by the television industry.

It is our view that the age-based system that has been adopted by the television industry is not adequate to accomplish the goal for which it was implemented. There are several ways that an age-based system fails, and we would like to draw your attention to two of them.

The first problem is that it is administered by the television industry itself. If the goal is to protect our children from explicit sex, violence, and language content, then the public would be well served by having an independent body overseeing this function. We cannot reasonably expect "the fox to guard the hen house". Whatever ratings system is implemented, it must be administered by those who have the best interests of America's children as their motive. The television industry is incapable of rating the content of their own productions, because profit is their primary motive.

Secondly, a poor ratings standard is worse than no ratings system at all. The current age-based system gives no guidelines concerning the offensive *content* of the shows. If we don't specifically address what is offensive in a given show's *content*, then all we are doing is giving the television programmers a shield to hide behind when consumers are offended at what television contains. The age of the viewer is relatively insignificant at this point. Offensive content is offensive content, for adults as well as children. There should be no double-standard.

Instead of the current age-based system, a better plan would be a content-based system administered by individuals who are fully independent of TV production and profits, who have high moral and ethical standards which flow from the Judeo-Christian faith upon which this nation was founded.

Traditionally, parents have been the primary filter for protecting America's youth from inappropriate TV viewing. In view of the relatively weak state of the modern American family, it becomes all the more important for the FCC to implement TV ratings which truly offers *all* viewers protection from the daily bombardment of explicit sex, violence, and language which characterizes much of current television programming.

The best solution is for the television industry to quit broadcasting explicit sex, violence, and language. Until that unlikely event happens, it is up to good and moral people to prevail in this effort of determining what is appropriate for public television viewing.

We urge the FCC to implement content-based ratings, which afford Americans the *most* protection possible.

Sincerely,



Chad & Brenda Kilmer  
417 South Brook Avenue  
Mishawaka, IN 46544

No. of Copies rec'd 1  
List ABCDE

Office of the Secretary,  
Federal Communications Commission  
1919 M St. NW  
Washington DC 20554

CS Docket No. 97-55

Dear FCC,

I appreciate the opportunity to file this formal comment concerning the ratings system recently implemented by the television industry.

It is my view that the age-based system that has been adopted by the television industry is not adequate to accomplish the goal for which it was implemented. There are several ways that an age-based system fails, and I would like to draw your attention to two of them.

The first problem is that it is administered by the television industry itself. If the goal is to protect our children from explicit sex, violence, and language content, then the public would be well served by having an independent body overseeing this function. We cannot reasonably expect "the fox to guard the hen house". Whatever ratings system is implemented, it must be administered by those who have the best interests of America's children as their motive. The television industry is incapable of rating the content of their own productions, because profit is their primary motive.

Secondly, a poor ratings standard is worse than no ratings system at all. The current age-based system gives no guidelines concerning the offensive *content* of the shows. If we don't specifically address what is offensive in a given show's *content*, then all we are doing is giving the television programmers a shield to hide behind when consumers are offended at what television contains. The age of the viewer is relatively insignificant at this point. Offensive content is offensive content, for adults as well as children. There should be no double-standard.

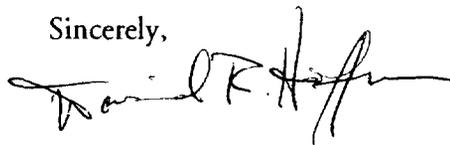
Instead of the current age-based system, a better plan would be a content-based system administered by individuals who are fully independent of TV production and profits, who have high moral and ethical standards which flow from the Judeo-Christian faith upon which this nation was founded.

Traditionally, parents have been the primary filter for protecting America's youth from inappropriate TV viewing. In view of the relatively weak state of the modern American family, it becomes all the more important for the FCC to implement TV ratings which truly offers *all* viewers protection from the daily bombardment of explicit sex, violence, and language which characterizes much of current television programming.

The best solution is for the television industry to quit broadcasting explicit sex, violence, and language. Until that unlikely event happens, it is up to good and moral people to prevail in this effort of determining what is appropriate for public television viewing.

I urge the FCC to implement content-based ratings, which afford Americans the *most* protection possible.

Sincerely,



David R. Hoffman  
55910 Erhart Drive  
Mishawaka, IN 46545-7960

No. of Copies rec'd \_\_\_\_\_  
List ABCDE \_\_\_\_\_

RECEIVED  
2/20/97  
7 8 50 AM '97

CABLE SERVICES BUREAU

**American Family Association  
Affiliate**



296 Esther Circle  
Bourbonnais, IL 60914  
February 25, 1997

RECEIVED

MAR 7 8 50 AM '97

CABLE SERVICES BUREAU

CONFERENCE ROOM  
MAR 4 1997  
RECEIVED

Office of the Secretary  
Federal Communications Commission  
1919 M St. NW  
Washington, DC 20554

Re: CS Docket No. 97-55

To Whom it May Concern;

The age based TV ratings code is not informative enough for parents to decide which TV program their children should watch. Recently an episode of "Friends" on NBC was rated TV-PG even though it contained strong sexual content.

We need a content based TV coding system to protect our children from TV smut.

Sincerely,

Leland K. Peck  
American Family Association  
Kankakee County Chapter

No. of Copies rec'd \_\_\_\_\_  
List ABCDE

LS 97-05

8117 Scott Ave. N.  
Brooklyn Park, MN 55443  
February 28, 1997

FEB 28 1997  
FEDERAL COMMUNICATIONS COMMISSION  
Mass Media Bureau  
2025 M Street NW, Room 8210  
Washington, DC 20554

LOOKETHE... ORIGINAL

Dear FCC:

I am writing to complain about the new TV rating system. It is a step in the right direction but only a minimum step. It is obvious that the industry is taking this voluntary minimum step only to preclude Congressional action.

First of all, we need a rating , as has been suggested, that designates the content of the show that makes it unsuitable to younger people, such as Violence (V), Sex(S) and Language(L). Secondly, the small print (TV-PG) that is shown on the upper left corner of my television screen is much too small to be easily recognized and read. Also , it is displayed for too short a period of time.

We can do better. I suggest that the FCC insist that the industry make an HONEST attempt to rate themselves.

Thank you.

Sincerely,

  
Ronald L. Rep

No. of Copies rec'd \_\_\_\_\_  
List ABCDE \_\_\_\_\_

Office of the Secretary,  
Federal Communications Commission  
1919 M St. NW  
Washington DC 20554

FCC MAIL ROOM

MAR 4 1997

RECEIVED

MAR 7 8 50 AM '97

GALE SERVICES BUREAU

CS Docket No. 97-35

RECEIVED

Dear FCC,

I appreciate the opportunity to file this formal comment concerning the ratings system recently implemented by the television industry.

It is my view that the age-based system that has been adopted by the television industry is not adequate to accomplish the goal for which it was implemented. There are several ways that an age-based system fails, and I would like to draw your attention to two of them.

The first problem is that it is administered by the television industry itself. If the goal is to protect our children from explicit sex, violence, and language content, then the public would be well served by having an independent body overseeing this function. We cannot reasonably expect "the fox to guard the hen house". Whatever ratings system is implemented, it must be administered by those who have the best interests of America's children as their motive. The television industry is incapable of rating the content of their own productions, because profit is their primary motive.

Secondly, a poor ratings standard is worse than no ratings system at all. The current age-based system gives no guidelines concerning the offensive *content* of the shows. If we don't specifically address what is offensive in a given show's *content*, then all we are doing is giving the television programmers a shield to hide behind when consumers are offended at what television contains. The age of the viewer is relatively insignificant at this point. Offensive content is offensive content, for adults as well as children. There should be no double-standard.

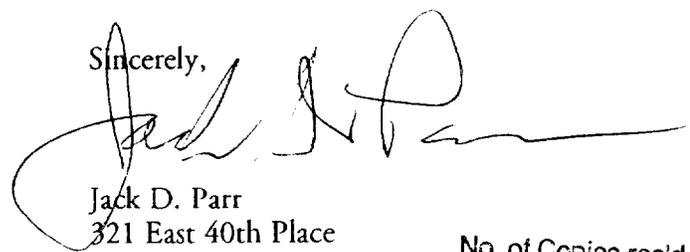
Instead of the current age-based system, a better plan would be a content-based system administered by individuals who are fully independent of TV production and profits, who have high moral and ethical standards which flow from the Judeo-Christian faith upon which this nation was founded.

Traditionally, parents have been the primary filter for protecting America's youth from inappropriate TV viewing. In view of the relatively weak state of the modern American family, it becomes all the more important for the FCC to implement TV ratings which truly offers *all* viewers protection from the daily bombardment of explicit sex, violence, and language which characterizes much of current television programming.

The best solution is for the television industry to quit broadcasting explicit sex, violence, and language. Until that unlikely event happens, it is up to good and moral people to prevail in this effort of determining what is appropriate for public television viewing.

I urge the FCC to implement content-based ratings, which afford Americans the *most* protection possible.

Sincerely,



Jack D. Parr  
321 East 40th Place  
Griffith, IN 46319-1628

No. of Copies rec'd  
List ABCDE 1