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April 4, 1997

Federal Communication Commission
1919 M Street, N. W.
Washington, D. C. 20554

Re: CS Docket No. 97-55

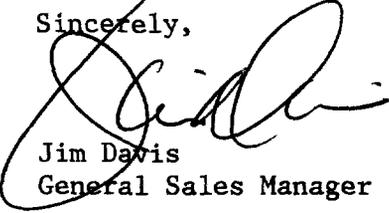
Dear Commissioner:

As General Sales Manager of WLTZ-TV, Columbus, GA, I am writing to let you know that no advertiser or viewer has expressed any disapproval of the current voluntary rating system developed by our industry to me or to any member of my sales staff.

I am unaware of any real interest in a rating system in our community demonstrated by a lack of phone calls to our station, to local radio talk shows or letters to the editor of local newspapers. The television industry has developed and put in place a rating system that apparently satisfies the parents in my community and meets the requirements of the Telecommunication Act of 1996.

I urge the Commission to recognize what the industry has done and approve the TV Parental Guidelines.

Sincerely,



Jim Davis
General Sales Manager

JD: cg

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