



April 14, 1997

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Office of the Secretary  
FCC  
1919 M. Street, N.W.  
Washington, DC 20554

RE: CS Docket No. 97-55

Dear Commissioners:

As General Manager of WSPA-TV, I am writing to express my strong approval of the voluntary rating system developed by the television industry. This system builds on the 28 years of familiarity and success that the movie rating system has had and continues to have.

At our station, we detect that the ratings are too new for parents to have formed an impression/opinion of them as yet because we have had no comments about the ratings. We have aired the announcements outlining the ratings, done stories about the system and provided the ratings brochure.

The legislative history and the law makes it clear that the Commission should act only if the industry failed to do so. The industry has acted; it developed and implemented a voluntary ratings system that parents in my community find useful and easy to use. It easily satisfies the requirements of the Telecommunications Act of 1996 and unquestionably meets the standard of "acceptability" in the Act.

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

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Conschafter".

Jim Conschafter  
Vice President and General Manager

JC:sm  
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