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Your letter must be received by April 8, 1997

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MAY 6 1997

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am (we are) writing on behalf of the National PTA and the Horace Mann (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Your Name
Town, State

Edgar Roman
Nd Bergen, N.J

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North Bergen, NJ

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Your Name
Town, State

*David Rosen
No. Bergen, NJ*

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CALIFORNIA OREGON BROADCASTING, Inc.
 PATRICIA C. SMULLIN, President
 P.O. Box 1489 • 125 S. Fir St. • Medford, OR 97501
 (541) 779-4400 or (541) 779-5555 or (800) 821-8108

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Federal Communications Commission
 Washington, D.C. 20541

April 25, 1997

The Honorable Reed Hundt, Chairman, Federal Communications
 Commission, 1919 M St., NW, Washington, DC 20554

RE: CS Docket No. 97-55

Dear Chairman Hundt:

As an owner of four Oregon television stations, 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 a definite impression or opinion of them as yet. Please give this a chance to work!

The legislative history and the law makes 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 can 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,

Patricia C. Smullin
 President/Owner

PCS/ds

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Office of Secretary

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Sincerely,

Your Name
Town, State

Georgina Roman
no Bergen, NJ

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1919 M Street N.W. , Room 222
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FEDERAL COMMUNICATIONS COMMISSION

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Sincerely,

Allison Pitta
Macedonia PTA member

March 18, 1997

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Sincerely,

Andrea L. Easters

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Sincerely,

Shari Odom

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Sincerely,
Phonda Tubser

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Sincerely,

Marianne Brazzell

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March 24, 1997

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c/o Federal communications Commission
1919 M Street N.W., Room 222
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Office of General Counsel

Dear Chairman Hundt and Commissioners:

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Sincerely,

Linda Cook

Sharon T. Blanton

Michelle Hamner

Juan S. Gordon

Joy Stanfield

Denise Stanfield

Susan Nashua Nubel

Executive Board, PTSA

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Federal Communications Commission
Office of Secretary

The Members of the Patrick Henry High School PTSA

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Mr. & Mrs. Jerry A. Hester

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L. Hyde.

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Margaret G. Copeland

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- Uses larger, more prominently placed rating icons on screen and appearing more frequently during a program;
- Is decided by a rating board independent of the industry and the FCC, to include parents;
- Will be evaluated by independent research to determine if the system meets the needs of parents .

Parents do not want the TV industry to interpret what is best for their children; parents must be allowed to make these choices themselves. A ratings system based on content information on screen and publicized in TV scheduling periodicals is the only acceptable choice.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Bena Wyatt

March 18, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W. , Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners,

RE: CS Docket No. 97-55, FCC 97-34

I am writing this letter to express my views on the v-chip rating system. I am opposed to the system presented by Jack Valenti, Chair of the TV Rating Implementation Group. This system does not provide sufficient content information to allow parents, families and caregivers to make appropriate television viewing decisions where children are concerned. I strongly urge you to implement a system which:

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Ron & Debbie Branham

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Monica Buckwell

March 18, 1997

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Wendy Honea

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Donna Moore

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