

- * That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- * That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- * That the rating board be independent of the industry and the FCC and that it include parents; and
- * 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,

Blenda Kard

Dear Chairman Hundt and Commissioners:

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

I am writing on behalf of the National PTA and the Quarts Hill Elementary PTA to voice my opposition to the TV 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. I couldn't figure out what the new rating system even meant. It tells you nothing about what is in the program. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parent 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 published in periodicals that carry T.V. scheduling is useless.

The FCC, by law, is required to determine whether the industry rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction & nudity) and L (for language);

- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

- That the rating icon on T.V. screen be made larger, more prominently placed on the screen, and appear more frequently during the course program;

• That the rating board be independent of the industry and FCC and that it include parents; and

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

I would like to thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Sandra Jean Barton
Quartz Hill, California
March 15, 1997

Richard D. & Lorraine Anthony
1195 West Harmony
Blackfoot, ID 83221

DOCKET FILE COPY ORIGINAL

March 17, 1997

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

Dear Chairman Hundt and Commissioners:,

RE: CS DOCKET NO 97-55, FCC 97-34

I am writing on behalf of the National PTA and Irving Kindergarten PTA to voice my opposition to the v-ship 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 decision 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.

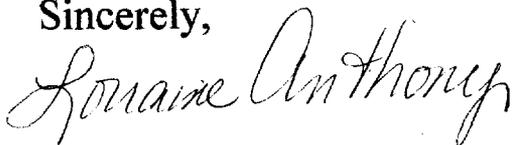
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The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

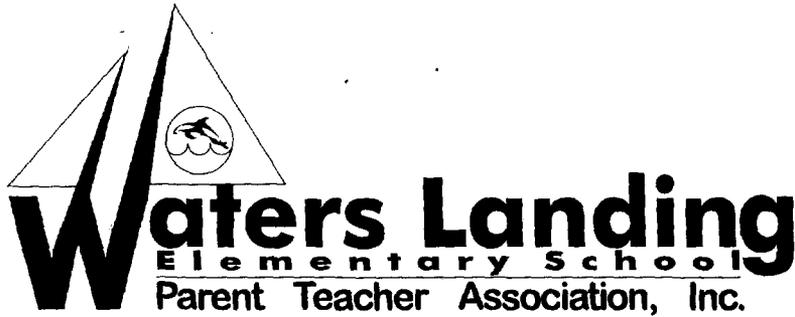
- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity), and L (for language);
- That the FCC require a V-ship band broad enough that would allow parents to receive more than one rating system:
- That the rating icon on the TV screen be made larger, more prominently placed on the screen and appear more frequently during the course of the program.
- That the rating board be independent of the industry and the FCC and that it include parents; and
- 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,

A handwritten signature in cursive script that reads "Lorraine Anthony".

Lorraine Anthony
President



DOCKET FILE COPY ORIGINAL

March 8, 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:

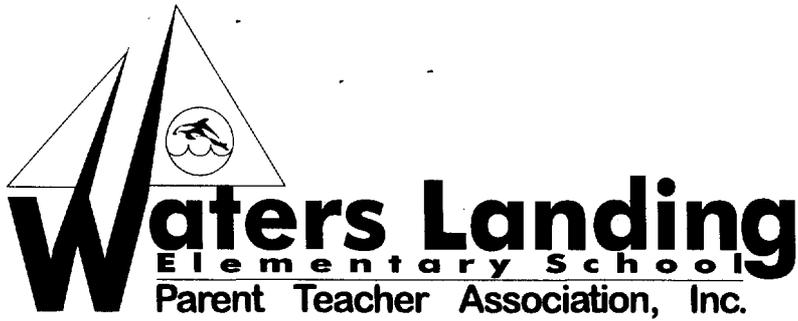
RE: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National PTA and the Waters Landing Elementary School PTA to voice 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.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- * That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);

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- * That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- * That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- * That the rating board be independent of the industry and the FCC and that it include parents; and it meets the needs of parents.

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

Sincerely,

Cindy Kerr
President, WLES PTA
Germantown, MD

cc: National PTA

Route 1, Box 425
Bunker Hill, WV 25413
March 17, 1997

Chairman Reed Hundt and FCC Commissioners
Federal Communications Commission
1919 M Street, N.W., Room 222
Washington, D.C. 20554

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Dear Chairman Hundt and Commissioners:

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

We are writing on behalf of the National PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti on January 17, 1997. The rating symbol on the TV screen does not give enough information so parents can make informed decisions about appropriate TV programs for their children. Parents need a rating system that gives information about the content of programs. Parents do not want the TV industry to interpret what is best for their children. This decision should be up to the parents themselves. Any rating system without content descriptions on the screen and publicized in television guides is not worth anything.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does this and ask that the FCC not approve the industry rating system. Instead, I would like to see the following:

- The FCC should accept no rating system that does not include content information about programs such as V (for violence), S (sexual depiction and nudity) and L (language).
- The FCC should require a V-chip band broad enough to allow parents to receive more than one rating system.
- The rating icon on the TV screen needs to be made larger and put on the screen where it can be readily seen. Also it should appear more frequently during the program.
- The rating board should be independent of the TV industry and the FCC and should include parents.
- Any rating system approved by the FCC should be evaluated by independent researchers to see if it meets the needs of parents.

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This is a critical issue that affects our children's welfare. Thank you for your consideration of our comments.

Sincerely,

Sherry Smith
John Smith

Sherry Smith
John Smith