JEANNETTE GRAHAM

914 BRETT CABEL ROAD
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GRAHAM ROAD
P.O. BOX 213
CONWAY, MI 49722
(616) 347-4281

FCC MAIL ROOM

CS Docket #97-4

March 28 1997

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Attn: FCC

We want to vote "no" on the meaningless V-chip rating proposal.

The TV Industry is not accepting their responsibility to produce family-friendly programs or giving information needed to make choices. It's a "cop-out" for them!

Please keep enforcing the broadcast decency law especially between 6 am & 10 pm.

Sincerely,
Mr & Mrs Tom Graham

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APR - 4 1997

Federal Communications Commission
Office of Secretary

April 1997

[redacted]

Chairman Reed Hundt and the FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W. Room 222
Washington, D.C. 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 Transit Middle School PTSA 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 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 the programs such as V (for violence), S (for sexual depiction and nudity) and L (for language); and SI (sexual innuendo and implications).

* That the FCC require a V-Chip band broad enough that would allow parents to receive more then 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,

Nancy Robinson

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March 31, 1997

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APR 4 1997

Federal Communications Commission
Office of Secretary

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

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

Dear Chairman Hundt and FCC Commissioners:

I am writing to voice my opposition to the rating system as presented by Jack Valenti of the TV industry. The rating system as currently used on the TV screen does not, in my opinion, provide sufficient content information so that the public can make decisions about what is appropriate TV programming for children and families. Parents, especially, do not want the TV industry to interpret what is best for their children. The TV industry, in fact, has proven itself to be unworthy of that level of trust! Parents want to make these choices themselves based on "full disclosure", if you will, about the content of programs. Any rating system without content descriptions (visible on the screen and publicized in periodicals which carry TV scheduling information) is useless.

I join many others in asking that the FCC **not approve** the industry rating system. Instead, I ask you to consider a **rating system based on content information**, providing programming clues such as V for violence, L for language and S for sexual inferences as well as activities and nudity. I would further suggest that such icons be displayed more prominently and more frequently throughout the course of a program. It would seem that if you are to serve the public interest you will see to it that the rating system board include representatives of the FCC, the industry including public television, and especially the public, including parents and senior citizens.

The public is counting on you!

Long ago in journalism school I was concerned enough about violence in the media and its effect on the public to write a detailed and eye-opening research treatise on that very topic. Things have only gotten worse, I regret to say. Today, as a parent and PTA leader, I urge you to become socially responsible and take steps to clean up the "Vast Wasteland" that has, without any doubt, contributed to if not created the society of violence and moral bankruptcy we live in today.

Thank you for the opportunity to comment on such an important issue. I trust you will make the right decisions.

Sincerely,

Susan Wood

Susan K. Wood
Snellville, Georgia

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Beverly Larsen
3720 Silver Leaf Ct.
Marietta, GA 30060

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APR 4 1997

Federal Communications Commission
Office of Secretary

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KASTLE PTA

Telephone (770)436-1156

718 CONCORD ROAD
SMYRNA, GA 30082

CHAIRMAN REED HUNDT AND FCC COMMISSIONERS
c/o FEDERAL COMMUNICATIONS COMMISSION
1919 M STREET N.W., ROOM 222
WASHINGTON, DC 20554

RE: CS DOCKET #97-55, FCC 97-34

DEAR CHAIRMAN HUNDT AND COMMISSIONERS:

I AM WRITING ON BEHALF OF THE NATIONAL PTA AND THE KASTLE PTA TO VOICE MY 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. PARENT DO NOT WANT THE TV INDUSTRY TO INTERPRET WHAT IS BEST FOR THEIR CHILDREN.

I REQUEST THE FCC NOT APPROVE THE INDUSTRY RATING SYSTEM. INSTEAD, PLEASE PROVIDE A RATING SYSTEM THAT PROVIDES CONTENT INFORMATION SUCH AS A "V" FOR VIOLENCE, "S" FOR SEXUAL DEPICTION AND NUDITY AND "L" FOR LANGUAGE.

I ALSO REQUEST A LARGER ICON AND ONE THAT IS SHOWN MORE FREQUENTLY DURING THE COURSE OF THE PROGRAM.

SINCERELY,

Beverly P. Larsen

CC: Joan Dykstra, President--National PTA
330 N. Wabash, Suite 2100, Chicago, IL 60611-3690
fax (312)670-6783

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500 East Fourth Street
Waterloo, IA 50703
319 291-1200

An NBC Affiliate

KWWL 7
Iowa's News Channel

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APR - 4 1997
DOCKET FILE COPY ORIGINAL

April 3, 1997

Office of the Secretary
Federal Communications Commission
1919 M Street N.W.
Washington, DC 20554

RE: CS Docket No. 97-55

Dear Mr. Secretary:

I strongly support the idea of television program ratings and the new TV Parental Guidelines. Giving viewers information on program options is both enlightened business practice and responsible public policy.

However, I want you to know that I have yet to get one phone call, letter, fax, e-mail, or comment from viewers on this matter. But that is not because I am unavailable or ducking the issue. Quite the opposite is true.

I solicit and answer viewer mail five times a week on morning newscasts. I solicit and answer viewer voicemail weekly on afternoon newscasts. And we put our entire management team on the air, live and unrehearsed, once each quarter to answer viewer calls for an hour. I am a frequent public speaker throughout this market, and I take viewer calls without screening both in my office and at home. In short, viewers find me all the time.

But the fact remains that no viewer has done so on this issue. From that I draw two conclusions: viewers have accepted the new system, and viewers neither want nor need additional instructions on how to watch television.

The TV Parental Guidelines were introduced to help parents, and that is good. They appear to be transparent to adults for their program choices, and that is even better. So I urge you to resist the special interest groups who often hold television and viewers in disdain, and trust instead the general reaction from real experts: the tens of millions of Americans who watch television every day.

Sincerely,

James B. Waterbury
General Manager

CS 97-55

APRIL 1, 1997

MR. REED HUNDT
FCC CHAIRMAN
1919 M ST. SW ROOM 814
WASHINGTON, DC 20054

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APR 4 1997

Federal Communications Commission
Office of Secretary

SUBJECT: DIGITAL SPECTRU

DEAR SIR,

AS CONGRESS WILL SOON BE VOTING IN REGARDS TO GIVING ACCESS RIGHTS TO THE MEDIA OPERATORS OF THE "DIGITAL SPECTRUM" I ASK YOU, I BEG YOU THAT YOU USE YOUR INFLUENCE TO ADD TO THE REGULATIONS OF THE ''SPECTRUM USERS'''

THEY ARE TO PROVIDE FREE A **MINIMUM OF 20 OR MORE HOURS PRIME TIME ACCESS** TO **EACH** VIABLE PRESIDENTIAL CANDIDATE DURING A NATIONAL ELECTION YEAR

1. THIS CAN BE FOR THE FINAL ELECTION PERIOD AND NOT PRIMARIES

2 THE CANDIDATES MUST BE QUALIFIED CANDIDATES

THEY MUST ALSO GIVE A MINIMUM NUMBER OF HOURS OF FREE AIR TIME TO LOCAL CANDIDATES IN A FINAL NATIONAL ELECTION.

THEY MUST ALSO GIVE A MINIMUM NUMBER OF HOURS TO STATE ELECTION CANDIDATES (NON PRIMARY)

THEY MUST PROVIDE FREE ACCESS PROGRAMMING **TO C-SPAN AND C-SPAN II OUR GOVERNMENT** IN ACTION. RIGHT NOW CABLE COMPANIES WERE SUPPOSE TO CARRY C-SPAN AND OR C-SPAN II AND TOO MANY OPT OUT FOR WHAT THEY CONSIDER OTHER PUBLIC SERVICE PROGRAMS. IT'S NOT FAIR THAT THEY SHOULD EVER BE ABLE TO OPT OUT OF THIS TYPE OF PUBLIC SERVICE. ALL PROGRAMMERS SHOULD HAVE TO CARRY C-SPAN AND C-SPAN II AND YES BE INCLUDED IN PROVIDING A MINIMAL FREE AIR TIME FOR CANDIDATES DURING ELECTION YEAR.

THIS SHOULD BE MINIMAL PUBLIC SERVICE REQUIREMENTS FOR FREE USE OF THE AIRWAVES.

THEY WILL BE MAKING BILLIONS OF DOLLARS OFF THE PUBLIC FROM THE DIGITAL SPECTRUM AND **THE SHOULD GIVE BACK TO THE PUBLIC THIS SERVICE AS A CONTRIBUTION TO DEMOCRACY**.

THIS IS A GREAT WAY TO PROTECT OUR DEMOCRACY AND SHOULD BE A MUST FOR THE 21ST CENTURY.

SINCERELY
JACKIE PHILLIPS
304 D ST. CENTRAL CITY, NEBRASKA 68826

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APR 4 1997

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March 19, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 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 the California PTA to address the issue of the v-chip rating system presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. I first applaud his efforts to implement some type of TV rating provision; however, I don't believe this effort is enough. The TV screen symbol doesn't provide enough information for me to judge a show's content and therefore its appropriateness for my children. If I could create a rating system to meet my needs, it would be one that allows me to choose what I believe is appropriate for a seven or five year old, not what the TV industry believes is appropriate. I have three children and work once a week in a kindergarten class, and I KNOW that though a group of children may all be the same chronological age, their abilities and comprehension is very different. I believe the parent needs to know what a TV show contains, and then decide if it is appropriate for his or her child. A rating system without content descriptions on the screen and in periodicals that carry scheduling is non sufficient!

I understand that the FCC must determine whether an 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 FCC approval not be given. Instead, I request that the FCC only approve a rating system if it includes content information about programs such as V (violence), S (for sexual depiction/nudity), and L (language). It should not approve the current v-chip system. I also believe the rating board should include parents and others INDEPENDENT of the industry, and that any system approved by the FCC be evaluated by independent research to determine if it meets the needs of the parents.

I have never before written a letter to support or discuss a cause, but as a parent, I believe this is an extremely important issue. Thank you for the opportunity to comment on it.

Sincerely,

Illyana McManus

Illyana McManus
San Diego, California

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APR 4 1997

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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 to voice my opposition to the v-chip rating system as presented by the TV Rating Implementation Group. I don't believe that the rating symbol on the TV screen provides sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. I do not want the TV industry to interpret what is best for my children. I want to make those choices myself based on content information about the program. Any rating system without content descriptions on the screen and in periodicals that carry TV schedulings 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. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead , I request that a content-based rating system be adopted which includes symbols about program content such a V (for violence), S (for sexual depiction and nudity), and L (for language). To assure that this rating system meets families' needs, I recommend that any proposed system be evaluated independent of the entertainment industry and the FCC.

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

Sincerely,

Stephanie L. Cox

Summerville High School
Summerville, SC

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

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Dear Chairman Hundt and Commissioners:

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

I am writing to voice my opposition to the v-chip rating system as presented by the TV Rating Implementation Group. I don't believe that the rating symbol on the TV screen provides sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. I do not want the TV industry to interpret what is best for my children. I want to make those choices myself based on content information about the program. Any rating system without content descriptions on the screen and in periodicals that carry TV schedulings 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. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead , I request that a content-based rating system be adopted which includes symbols about program content such a V (for violence), S (for sexual depiction and nudity), and L (for language). To assure that this rating system meets families' needs, I recommend that any proposed system be evaluated independent of the entertainment industry and the FCC.

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

Sincerely,

BJ. Rosenberg

Summerville High School
Summerville, SC

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March 1997

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

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Dear Chairman Hundt and Commissioners:

RE: CS DOCKET NO. 97-55, FCD 97-34

I am writing on behalf of the National PTA and the Fleming Middle School to voice my 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. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I 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-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,
Teresa Broadhead

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

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Dear Chairman Hundt and Commissioners:

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

I am writing to voice my opposition to the v-chip rating system as presented by the TV Rating Implementation Group. I don't believe that the rating symbol on the TV screen provides sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. I do not want the TV industry to interpret what is best for my children. I want to make those choices myself based on content information about the program. Any rating system without content descriptions on the screen and in periodicals that carry TV schedulings 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. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead , I request that a content-based rating system be adopted which includes symbols about program content such a V (for violence), S (for sexual depiction and nudity), and L (for language). To assure that this rating system meets families' needs, I recommend that any proposed system be evaluated independent of the entertainment industry and the FCC.

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

Sincerely,

Bonnie Stewart

Summerville High School
Summerville, SC

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

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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 Collingswood, NJ PTA to voice my 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. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I 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-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, Kim M. Kwiecz, PTA, President Sharp School

342 Richey Ave.

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LONGFELLOW ELEMENTARY PTA

APR 4 1997
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March 27, 1997

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

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 Longfellow Elementary 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 the 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 the 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 program such as the V (for violence), S (for sexual depiction and 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 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 the parents.

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

Sincerely,
Claire M. Torrman
Corresponding Secretary
Longfellow Elementary PTA
Royal Oak, Michigan

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303 Maxwell Avenue Royal Oak, MI 48067
(313) 541-7938

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Idaho PTA, Inc.

500 W WASHINGTON
BOISE, IDAHO 83702
(208) 344-0851

2165 SEID CREEK ROAD
CAMBRIDGE, IDAHO 83610
(208) 257-3790

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April 1, 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, FCC97-34

On behalf of the Cambridge PTSA and the National PTA I would like to voice our opposition to the v-chip rating system as presented by Jack Valenti. 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. 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.

As we understand it, the FCC is required to determine whether the industry's rating system has met the statutory requirements of the Telecommunications Act of 1996; we do not believe this system does this. Instead we request that the FCC require a V-chip rating system that includes content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language). To be perfectly fair the rating board should be independent of the industry and 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,

Mary Ellen Pugh

Mary Ellen Pugh
President

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March 1997

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

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Dear Chairman Hundt and Commissioners;

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

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I am writing on behalf of the National PTA and the Enoch Elementary PTA to voice my 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 contents 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 the programs were conducted by the National PTA, *U.S. News and World Report*, and by the 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 in publicized 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. I do not beleive this system does so and ask that the FCC not approve the industry rating system. Instead I 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 or 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 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 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,

Lora Lee Boden
Enoch, Utah

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March 24, 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 Parowan Elementary School PTA to voice our opinion against the v-chip rating system as presented by Jack Valenti, Chair of the TVrating 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);
- 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,

Parowan Elementary School PTA
Parowan, Utah

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Enclosure: Signatures of those who support PTA position

Sign here to support TV Descriptive Content-Based Rating Systems:

Rachel Bayless
Liz Zaleski
Vianna Harris
Shannon L. Cheff
Linda Hatzinski
Lori Hulet
Dera Burton
Shirley Lister
Angela J. Woolsey
Angela Harvey
Carolyn Hamilton
Susan Martensen
Shelley Lanier
Tom Zaleski
Lisa D. Robinson
Susan Hulet
Peggy Edwards
[illegible] - Prefer shows TV14 - PM not to be shown at all
Amy J. Wilkey
Caroline Honberg
Jean Williamson
Jim Doribek
Gillyan J. Rasmussen
Nancy [illegible]

Alice Rogers
Michele Abbott
Jeanne Morrell
Jai O'Hara
Pam Stubbs
Beth Whitney
Louise Wilcken
Donna M. Marshall
Rebecca J. Johnson
Gayle Lester
Jerry Harrop
Rosa Evans
Marta Downs
[illegible]
Kathy Barnes would like to see ratings left on screen longer!
Rina Lister
Norma Baker
Karen Atwood
Andy Alger
Loretta Akins
Rowena Dalley
Betty Hyatt
Lois Nielson
Valerie [illegible]

Rob Bell
Alice Heidenreich
Ivonne Meacham
Tammy Hulit

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March 27, 1997

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

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

Dear Chairman Hundt and Commissioners

I am writing on behalf of the National PTA and the Boght Hills PTA concerning the v-chip rating system presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997.

In the past, I have found myself watching television with my seven-year-old daughter in an attempt to monitor the programs that she has chosen. I have done this because the FCC has not developed an adequate rating method to date, one that makes me feel comfortable that my daughter is not viewing programs that I feel are unsuited for her.

The new system which Jack Valenti has designed does not give me information on program content, something that I deem to be very important, therefore, I cannot be in support of it. Since the FCC is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996, I believe that you should not approve this proposition.

A rating system that does not include information on content, such as, violence, nudity, profanity, and language, should not be adopted. In addition, the rating system should be available both on the screen when viewing, such as program logos appearing on the screen for the entire duration of the program, and on print, such as in the TV guides.

I feel that the rating board should be independent of the industry and of the FCC. Whatever system gets adopted, should be evaluated by independent researchers to determine if it has met with the statutory requirements of the Telecommunications Act of 1996 and with the approval of parents across the country. For I strongly beleive that parents voices should be taken into consideration on this important issue.

Thank you for allowing me to express my opinions.

Sincerely

Karen Karpen

Karen P. Karpen
Latham, New York

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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 to voice my opposition to the v-chip rating system as presented by the TV Rating Implementation Group. I don't believe that the rating symbol on the TV screen provides sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. I do not want the TV industry to interpret what is best for my children. I want to make those choices myself based on content information about the program. Any rating system without content descriptions on the screen and in periodicals that carry TV schedulings 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. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead , I request that a content-based rating system be adopted which includes symbols about program content such a V (for violence), S (for sexual depiction and nudity), and L (for language). To assure that this rating system meets families' needs, I recommend that any proposed system be evaluated independent of the entertainment industry and the FCC.

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

Sincerely,
Donna Jo Walsh

Summerville High School
Summerville, SC

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March 26, 1997

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APR 4 1997

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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 on behalf of the National PTA and the Wells Central School PTSA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group on January, 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 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 a[redacted]
- 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 [redacted]

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

Sincerely,

Pamela, 3' Robert [illegible]
Box 545
Wells, NY 12190

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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 , I request that a content-based rating system be adopted which includes symbols about program content such a V (for violence), S (for sexual depiction and nudity), and L (for language). To assure that this rating system meets families' needs, I recommend that any proposed system be evaluated independent of the entertainment industry and the FCC.

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

Sincerely,

Caroline J. Cura

Summerville High School
Summerville, SC

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

Sincerely,

Kay Pittman

Summerville High School
Summerville, SC

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

Sincerely,

Denise Allen

Summerville High School
Summerville, SC

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

Sincerely,

Ruth H. Walker

Summerville High School
Summerville, SC

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