

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, Southside PTA Board of Officers;

Rebecca H. Binsley, President

Kristine Moberg, Secretary

Linda J. Kline - 1<sup>st</sup> V. Pres.

Rene Jackson - Historian

Donna Stutz - Teacher Appt.

Michelle Baker - 3rd V. Pres.

Elizabeth Judd - 2<sup>nd</sup> V. Pres.

Seresa Russell - Treasurer

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FCC MAIL ROOM

March 17, 1997

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

APR 3 1997

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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 Southside 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 screen does not provide sufficient information on the content of television programs for parents to decide what is appropriate for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information on the content of television 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 would like to make an informed decision about television programming based on content information. 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 the 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 . Futher , 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 recieve 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 courseof a program and after each commercial break ;

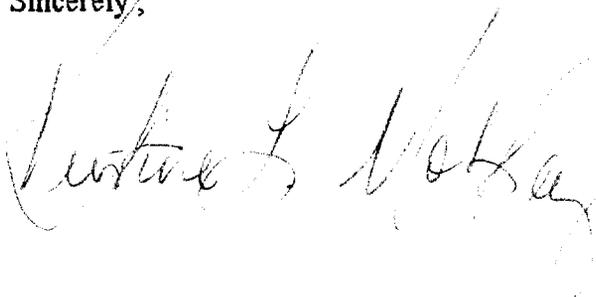
That the rating board be independent of the industry and the FCC and that it include parents, and ;

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

Sincerely,

A handwritten signature in cursive script, appearing to read "Christine L. McKay". The signature is written in dark ink and is positioned below the word "Sincerely,".

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Sincerely ,

A handwritten signature in cursive script, reading "Alicia R. Kuo". The signature is written in black ink and includes a long horizontal flourish extending to the right.

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

Sincerely ,

Donna Stettin

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Sincerely ,

A handwritten signature in cursive script, reading "Elizabeth J. Cudde". The signature is written in black ink on a white background. The first name "Elizabeth" is written in a large, flowing cursive, followed by a middle initial "J." and the last name "Cudde".

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Sincerely ,

Karen Jackson

97-55

2203 Eastern Ave.  
Pekin, IL 61554  
Mar. 30, 1997

Dear Mr. Handt,

I am writing to tell you that my husband & I are opposed to an age-based system for television ratings. Instead, a content-based system would be much better.

We MUST clean up TV.

Sincerely,  
(Mr. & Mrs. Laylord  
Doerger

March 1997

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Washington, DC 20554

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Sincerely,

*Jeremy Stone*  
*Pasadena, Texas*

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Sincerely,

*Ronnie Stone*  
*Pasadena, Texas*

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Sincerely,

Kim Heron  
Pasadena, TX

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Ed Hundt  
Houston, TX

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SIGNAL HILL PTA

MARCH 1997

CHAIRMAN REED HUNDT AND FCC COMMISSIONERS  
C/O FEDERAL COMMUNICATIONS COMMISSION  
1919 M STREET N.W. ROOM 222  
WASHINGTON, D.C. 20554

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670 CALEDONIA ROAD  
DIX HILLS, NEW YORK 11746

FCC MAIL ROOM

APR 3 1997

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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 AND THE SIGNAL HILL PTA (LONG ISLAND, N.Y.) 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);

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;

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SIGNAL HILL PTA

670 CALEDONIA ROAD  
DIX HILLS, NEW YORK 11746

**THAT THE RATING BOARD BE INDEPENDENT OF THE INDUSTRY AND THE  
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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 PAR-  
ENTS.**

**THANK YOU FOR THIS OPPORTUNITY TO COMMENT ON AN ISSUE SO IMPOR-  
TANT TO CHILDREN AND FAMILIES.**

**SINCERELY,**

**PLEASE SEE ATTACHED SHEET WITH NAMES AND ADDRESSES OF OUR  
CONSTITUENTS.**

Name  
Libby Wolken

Address  
14 Woodlark Dr  
Dix Hills NY 11746

Jani Majewski

6 Caterina Ct.  
Dix Hills, NY 11746

Marianne Silver

2 Fox Lane  
Dix Hills, NY 11746

Denise Sealey

7 Avon Ct  
Dix Hills, NY 11746

Liana Jesoniere  
Jack Jesoniere

464 Maple Hollow Rd  
Dix Hills, NY 11746

Barbara Bygones

7 Susannah  
Dix Hills NY 11746

Ilene Sirlin

34 Mary St  
Melville, NY 11747

CHRIS Fidler

21 Ponderosa Dr  
Melville NY 11747

Risë Heffron

59 E. Hall Dr.  
Melville, NY 11747

Andrea Acker

15 Hilltop Dr.  
Melville, NY 11747

Leslie Bernfeld

8 Inwood Pl  
Melville NY 11747

Suzanne Feiner

19 Westwood Dr.  
Huntington, NY 11743

Vicky Russo

494 Old Country Rd  
Dix Hills, NY 11746

Zaralise Chen

11 WESTCLIFF DR  
DIX HILLS, NY 11746

Mary Small

12 Westcliff Dr  
Dix Hills, NY 11746

Donna Angiulo

28 Amityville Rd  
Melville, NY 11747

Audrey Bauman

5 Leaf Ct  
Melville, NY 11747

Robin Aaron

21 Cabriolet Lane  
Melville, NY 11747

Fam Nussbaum

14 Phaeton Dr.  
Melville, NY 11747

Ronni Meyer

2 Gifford Way  
Melville, NY 11747

Ed and Pam Goldberg

10 Lisa Drive  
Dix Hills, NY 11746

Valerie Lavino

8 Westcliff Drive  
Dix Hills, NY 11746

Janet Fitterman

45 Treeview Drive  
Melville, NY 11747

Pamela Keenan

24 Lisa Drive  
Dix Hills, NY 11746

Phyllis Fox

15 Cabriole La.  
Melville, NY 11747

Anita Albert

2 Norman St.  
Dix Hills, NY 11746

Patty Samuels

14 Pine Hill Dr.  
Dix Hills, NY 11746

Lisa Streisand

12 Louis Drive  
Melville, NY 11747

Debbie Patterman

31 Lisa Drive  
D.H., NY 11746

Andrews Elementary P.T.A.  
Portland, TX. 78374

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March 1997

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c/o Federal Communications Commission  
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Chairman Hundt and Commissioners:

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

This letter is written on behalf of the National PTA and the Andrews Elementary PTA of Portland, Texas to voice 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. 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.

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- \*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.

Andrews Elementary P.T.A. thanks you for the opportunity to comment on a matter so important to our children and families.

Sincerely,

*Arlene J. Jile*  
Portland, Texas

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Portland, TX. 78374

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March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1975 M Street N.W., Room 222  
Washington, DC 20554

FCC MAIL ROOM

APR 3 1997

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Chairman Hundt and Commissioners:

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

This letter is written on behalf of the National PTA and the Andrews Elementary PTA of Portland, Texas to voice 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. 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.

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's rating system. We request the following:

- \*That the FCC should not approve the industry's rating system and 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 (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 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.

Andrews Elementary P.T.A. thanks you for the opportunity to comment on this issue so important to our children and families.

Sincerely,

*Bermy A. Chonda*  
Portland, Texas

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