

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

DOCKET FILE COPY ORIGINAL

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

RECEIVED

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 this opportunity to comment on an issue so important to our children and families.

Sincerely,

Virginia Reitman
Portland, Texas

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DOCKET FILE COPY ORIGINAL

c/o Noble School PTA
Noble Elementary School
1293 Ardoon Street
Cleveland Hts., OH 44121
March 31, 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

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Dear Chairman Hundt and Commissioners:

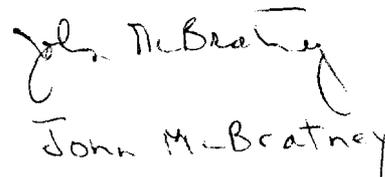
Re: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Noble School PTA to oppose the v-chip rating system presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The age-based rating system this group proposes lacks sufficient information about content for parents to decide which programs their children ought or ought not to watch. Major surveys conducted this fall by the National PTA, U.S News & World Report, and Media Studies Center/Roper show that parents overwhelmingly prefer rating systems that give them information about the content of programs. Valenti's age-based system allows the TV industry to interpret what is appropriate for children; parents, however, want to decide for themselves what is best in this matter. I reject any rating system that fails to include content descriptions on the screen and in TV scheduling guides.

The FCC, by law, is required to rule whether the TV industry's rating system conforms with the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve it. Instead, I request that the FCC push for a rating system that includes information about content such as V (for violence), S (for depiction of sex and nudity), and L (for profane or objectionable language). I also request that the rating board be independent of both the TV industry and the FCC and that it include parents. Finally, I ask 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 your attention.

Sincerely,


John McBratney

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DOCKET FILE COPY ORIGINAL

March 17, 1997

EISENHOWER PTA

FCC MAIL ROOM

100 Warwick Drive
Upper St. Clair, PA

Chairman Reed Hundt and FCC Commissioners

c/o Federal Communications Commission

1919 M Street N.W., Room 222

Washington, DC 20554

APR 3 1997

15241

RECEIVED

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 Eisenhower Elementary School PTA** to voice our opposition to the v-chip rating system as presented to 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(Violence), S(Sex and Nudity) an L(Language);
- That the FCC require a V-Chip ban 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,

Peggy Snavelly, President Eisenhower PTA

Upper St. Clair, PA 15241

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TERRACE ELEMENTARY PTA
10400 ROTHBURY
HOUSTON, TEXAS 77043
(713) 329-6400

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March 18, 1997

Chairman Reed Hunt 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 Terrace 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 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;

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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 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,

A handwritten signature in cursive script that reads "Margie Gautier". The signature is written in black ink and is positioned above the printed name and title.

Margie Gautier

Treasurer

CS 97-55

DOCKET FILE COPY ORIGINAL

1807 Third Street
Sturgis, SD 57785
29 March 1997

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Mr. Reed Hundt, Chairman
FCC
Office of the Secretary
1919 M Street NW, Room 222
Washington, DC 20554

Dear Sir:

I am writing this letter as president of the Sturgis Area PTA in complete opposition to the television industry's proposed program rating system. I am pleased that the National PTA has taken a stand against the proposal, also, and has paved the way for us local PTA's to add our voices to others in opposition.

While I am completely opposed to that proposal, I am not surprised at its existence, for it is obvious that the TV industry has attempted to co-opt the movie ratings system as its own, believing, falsely, that movies and TV shows are the same.

They are most certainly not the same, so their ratings should not be the same. I am in full support of ratings that provide interested parents with valid information about the program content so that THEY can decide what to allow their children to watch. I am completely opposed to a TV industry "guess" as to what THEY think I should allow my children to watch. Therefore, the industry standard is unacceptable because it does not offer parents the proper information about the contents of any program--rather, it sugar-coats the description with age-appropriate "shoulds" without realizing that no one in the TV industry knows what is appropriate for ANY kids in ANY community, including the kids in Beverly Hills.

I believe as a minimum the rating system should include 3 categories and 3 degrees. The categories most helpful to me, a parent, would be VIOLENCE, SEX & NUDITY, and ADULT LANGUAGE. The degrees would be OCCASIONAL, FREQUENT, and WIDESPREAD. With this type of rating I or any parent can very quickly determine which program is appropriate (or inappropriate) for any particular child.

As an example of how out-of-touch is the TV industry with the imperatives of proper parenting, I am enclosing an article cut from a recent issue of our local RAPID CITY JOURNAL. The point of the article is to convince us to tune into the show to watch the lead actress lose her virginity. Would you want that to be the reason your school-aged son or daughter watched that program? The TV marketing industry has become completely divorced from the American parenting effort. We parents have a much harder job than those before us, and likewise do our children. And a lot of it is because the TV industry broadcasts TRASH!!!

Let's be clear that it is not the FCC's job to be a trash filter. I'm too much of a civil libertarian to wish that. But let's also be clear that TV is a powerful medium, and parents have little in the way of defense. But is it OK that we AT LEAST be given a rating system that is USEABLE? Can we AT LEAST have that? Can we have it so as to do a better job of parenting?

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And so that our kids are raised a little better? Would the Supreme Court agree with that? I very much hope so!!

So my request, Sir, is to do what I ask: please give us parents the ability to decide on our own what our kids will watch, by giving us a workable rating system like the one I support.

PLEASE help us parents! Please strike a blow for community and society! Please realize that greed does not have to be the over-riding impetus in all things in this country! Please have a care for the parents and children in this nation who must reconcile the very onerous burdens of materialism versus good citizenship. Good citizens have, by and large, sprung from parents who were successful at teaching their children how to properly behave in the community-- NOT from TV marketers who have, apparently, no idea of what makes a healthy set of values in a child, apparently never having grown up in a community, or having been parents. (It's obvious, isn't it? And they think they know what our kids should watch!!) But those marketers want all of us to tune in to programs such as above, because they make more money that way.

'90210' star to lose it

NEW YORK (AP) — Tori Spelling's virginal character on "Beverly Hills, 90210" will finally succumb to the charms of her first love, TV Guide reports.

While nearly all of the other characters have had active sex lives, Donna Martin — played by Spelling — has remained chaste for the show's seven-year run.



Spelling

But in the show's season finale, to air in May on Fox, Donna and longtime boyfriend David Silver — played by Brian Austin Green — will consummate their relationship, columnist Mark Schwed reports in the April 12 issue of the magazine.

The storyline was approved by Spelling's father, "90210" executive producer Aaron Spelling, sources told Schwed.

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On behalf of all of our kids,

Gene McPherson, President
Sturgis Area PTA

APR 3 1997

3-31-97

Dear Sirs,

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This letter is to let you know that the proposed age-based T.V. rating system does not meet my needs as a parent. What I need is a system that will tell me the content of a program so that I can tell if it is appropriate for my child to see. The age-based rating system only tells me what someone else thinks it okay for my child to see and hear. This system would only continue to keep us from watching most network programs.

It is my hope that you will institute a descriptive content-based system that tells if there is violent content, sexual content and nudity, and/or "adult" language. Such a system should also include level of intensity or frequency of this content in each program. This would be much more beneficial.

Sincerely,
Marsha Harms
607 W. Park Dr.
Kankakee, Ill. 60901

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March 31, 1997

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Chairman Reed Hundt and FCC Commissioners
C/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 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 this letter to voice my concern about the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. While I recognize and support the need for a rating system for television programming, I do not feel that the system currently being employed is sufficient for our needs. The system now being implemented does not provide sufficient information on the content of the programming so parents can make an informed choice based on what they feel is best for their children. Any rating system without content descriptions displayed prominently and frequently is not an acceptable system.

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 that this system does so and is writing to ask that the FCC not approve the industry rating system. I submit, as others have, 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 programming, such as V (for violence), S (for sexual content 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 more prominently displayed, and appear more frequently during the course of a program.
- That the rating board is 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 that it meets the needs of the parents.

Thank you for the opportunity to comment on an issue I feel is important to the welfare of my family.

Sincerely,
Lisa Rae Johnson
Pullman, WA

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CS 97-55

Judy L. Lewis
HC 55 Box 843
Sturgis, SD 57785

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March 31, 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:

I am writing on behalf of the National PTA and the Sturgis-Area 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, 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,



Judy Lewis

Sturgis, SD

CS 97-55

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APR 3 1997

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March 27, 1997

Mr. Reed Hundt, Chairman
c/o FCC
1919 M Street NW, Room 222
Washington, DC 20544

Dear Mr. Hundt:

I'm writing to ask you to reconsider the current rating system used to advise parents about the content of television programs. I don't feel it is informative enough to enable parents to decide the content specifically between violence, language and sexual content.

Consequently, I'm asking you to consider a method that would rate V (violent content), S (sexual content and nudity), and L (adult language) on a scale which indicates a level of intensity such as occasional, frequent, or widespread.

Our children are exposed to so much in today's world that it's important for parents to be able to exercise as much control as possible - especially with the influence television can have.

I urge you to support these actions.

Sincerely yours,



Carole A. Flynn
6 Mayhew Lane
Amherst, NH 03031-2032

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March 26, 1997

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

APR 3 1997

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

To whom it may concern:

I am writing this letter to express my concern with T.V. ratings based on age.

I first want to explain that I have worked with hundreds of children. I am an Elected School Board Trustee here in our city of Murrieta. I am currently serving my second term. I have volunteered in schools and other children's programs in the community for several years. In addition I own and have operated a preschool program for a number of years. I share this information with you to demonstrate my love and concern for children.

I believe with all my heart that we need TV ratings. However they **must** be based on content NOT age. Who has the right to determine what content is appropriate for my 4 children. ME (and my husband of course) and no one else! Children progress at different levels. It is not possible for someone who does not know my children to properly decide what is or is not appropriate for them. That is a parent's job. By rating programs based on content it gives us the freedom to choose for ourselves.

I strongly urge you to consider this information and act accordingly. Please for the sake of my children and all others.

Thank you for your time.

Sincerely,



Shauna Lyn Briggs

P.S.

Please feel free to contact me at 909 677-0552 or at my address : 39999 Ranchwood Drive, Murrieta, CA 92563 if I can be of any service.

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Karen Smik
3894 Ramblewood Drive
Richfield, Ohio 44286

April 1, 1997

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APR 3 1997

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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 our local 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 the following is requested:

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;

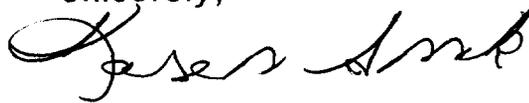
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That the rating board be independent of the industry and the FCC
and that it include parents; and

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 black ink, appearing to read "Karen Smik". The signature is written in a cursive style with a large initial "K" and a long, sweeping tail.

Karen Smik, President
Hillcrest School PTA

Frankfort Intermediate School

PTA
1996-1997

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March 17, 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

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

Dear Chairman Hundt and Commissioners:

We are writing on behalf of the National PTA and the Frankfort Intermediate 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 accurate decisions on the programming their children may watch. 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. **WE, the parents,** want to make those choices ourselves based on content information about the programs. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless in making educated choices for our young viewers.

The FCC, by law, is required to determine whether the industry's rating 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. Furthermore, 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 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.

Frankfort Intermediate School

PTA

1996-1997

Our children face many adversaries these days from the moment they are brought into this world. We, as parents, can not always protect them from all of the dangers and influences they encounter. Providing us with content based rating systems, not only on TV programming, but hopefully on theatrical and video programming as well, will give us the opportunity to protect our children from one these adversaries. It may seem small, but TV plays a huge role in the lives of most families. It is a media that is not left lie on the sofa or table-it is turned on and left on. We get our news, our weather, our music, and our entertainment from the TV. Unfortunately, to receive the good programming, we also have to take the bad. Programs seem to have gotten completely out of hand as far as content, shows that were appropriate a few years ago for family viewing, are now very inappropriate for a family to watch together. Children tend to admire and idolize TV and movie personalities. Give us the chance to choose programs that will give them heroes and heroines above reproach. Give us an entertainment system we can customize to our individual family.

Sincerely,

Frankfort Intermediate School, Parent Teacher Association
Fort Ashby, West Virginia

1996-1997 PTA Executive Board Members:

President
Secretary
Staff Representative

Barb Jenkins / 726-4844
Joyce Lowther / 298-4417
Suzie Triplett / 298-3616

Vice President Mary Beth Merritt / 298-4775
Treasurer Donna Amtower / 298-3509
Principal Jim Spataro / 298-3616

P.O. Box 427, Fort Ashby, West Virginia 26719
304-298-3616

March 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

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APR 3 1997

RECEIVED

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 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.

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- ** 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,

Enoch, Utah

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4-1-97

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Kathy St. John
1011 Bombay Way
Palatine, Ill. 60067

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Mr. Rod Hunt and The FCC, DOCKET FILE COPY ORIGINAL

This letter is written in opposition to the proposed age-based rating system.

We, as parents, decide what is appropriate for our two children to watch. I want a rating system that gives information on the content of the program. Our child of twelve has the maturity of ~~an~~ a 9 year old. If you rate by age, it does not take into account the development differences of children.

Use a rating system that identifies violence, sex, and adult content etc. Better yet, Clean up TV and none of us would have to filter what we watch.

Sincerely,
Kathy St. John

There used to be a period of time on ~~the~~ TV, when TV did not even show married couples in bed, Can you remember this?

CS Docket # 97-55, FCC 97-34

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Connally High School Parents and Teachers Association



March 31, 1997

FCC MAIL ROOM

1996-97 Officers
Margaret Van Antwerp
President
Gloria Bailey
Vice-President
Jose M. Gil
Secretary
Joan Gambrell
Treasurer

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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APR 5 1997

RECEIVED

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

Dear Chairman Hundt and Commissioners:

We are writing on behalf of the National PTA and the Connally High School Parents and Teachers Association 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 about TV programming in order for parents to make proper decisions. We are in agreement with the National PTA (also U.S. News and World Report and Media Studies Center/Roper) surveys that find that parents do not want the TV industry to interpret what is best for our children. We want to be able to make those choices based on accurate program content information. We feel that any rating systems without accurate content descriptions are useless to us.

The FCC, by law, is required to determine whether the industry's rating system meets the statutory requirements of the Telecommunications Act of 1996. We do not believe that the system presented by the TV Rating Implementation Group meets the requirements. Therefore, we are asking the FCC not to approve the industry rating system, and instead propose 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 should include parent; 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,
The Connally High School PTA by unanimous vote.

Margaret Van Antwerp, President

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13212 N. Lamar Blvd.
Austin, Texas 78753

Phone (512) 252-0040
Fax (512) 252-2694

March 29, 1997

FCC

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Dear Sirs:

I am writing concerning the proposed industry rating system for over TV programs, CS Docket # 97-55, FCC 97-34:

Of course the proposed system is no good. It's content is insufficient. It is small in size and just a quick blip that if your head happened to be turned for a second or if you are just walking into the room, would be missed completely. And it does not cover enough programs, nor the later programs that children still watch. (8:00 is bedtime for very few children nowadays although it should be.) And, one more "And". It doesn't cover commercials that are really getting bad!

Common sense does not prevail anymore.

Sincerely,

Mr Rosalie Wilinski

March 30, 1997

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

DOCKET FILE COPY ORIGINAL

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

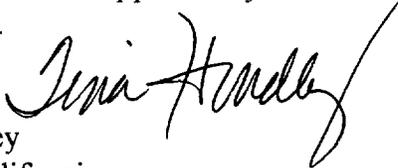
That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

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,
Tina Hundley
Valencia, California



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Norco Elementary PTA

1700 Temescal Avenue
Norco, California 91760

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Telephone 909 736-3348

March 20, 1997

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APR 3 1997

Federal Communications Commission
Office of Secretary

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

Dear Chairman Hundt & Commissioners

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

We are writing on behalf of the National PTA and the Norco 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 1/17/97. 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 meet 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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Chairman Reed Hundt & FCC Commissioners
Page 2

- * 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 is include parents;
- * 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 the opportunity to comment on an issue so important to children and families.

Sincerely,



Kari Murphy, President
On behalf of;
Norco Elementary School PTA

Meyer 469 W. Eagle Lake Dr. • Mople Grove, Mn 55369 • (612)424-5764

CS 97-55

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APR 3 1997

Federal Communications Commission
Office of Secretary

March 14, 1997

DOCKET FILE COPY ORIGINAL

The Hon. Reed Hundt
FEDERAL COMMUNICATIONS COMMISSION
1919 M Street NW
Washington, DC 20554

Dear Chairman Hundt:

RE: Television decibel levels
TV ratings system

This letter is written to ask your consideration:

1. Broadcast decibel level differences between programming and commercials: Often the commercial is louder than the show. This can cause problems for all viewers including small children, the elderly, the hospitalized, the hearing impaired and those in public places (airports, waiting rooms, etc.). Pain can be caused by the increased decibels themselves; accidents caused by scrambling to turn down a TV can also produce harm.

The solution: Require that commercials be broadcast at the same decibel level as the programming in which they air.

2. Augment the new TV ratings system with greater explanation. I am 58 years old, but I cannot imagine ever reaching an age when I will not be disturbed by some of the sex and violence which is even now allowed. My brain, after all, is my most important environment. I have the right to its protection and its privacy.

The solution: Stop listening to Jack Valente. He just does not "get it". His standard defense for Hollywood's offenses is "try it and see". I do not need to be hit over the head with a baseball bat to know I would not like it. With the American PUBLIC, Valente is out of touch and out of date.

Thank you for your consideration.

Sincerely,

J. A. Meyer
J. A. Meyer

/jm

CC: Minnesota Senators

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P.S. Minnesota Senators:

As I listened to President Clinton's explanations regarding political fundraising--how he knew it wasn't right, but money had to be raised to defeat the Republican agenda---I asked myself this question:

Would President Clinton accept that same rationale from the Oklahoma bombers?

We must have leaders who do the right thing simply because it is the right thing to do.