

March 11, 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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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

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 Marshall 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.

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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,

Jami Hoekstra Collins - PK teacher

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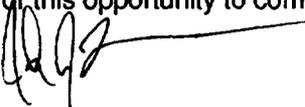
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Sincerely,


John J. Kulka
Deerfield Wt.

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Sincerely,

Sharon Kull
Marshall, WI

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Gina D. Kalka

Deerfield, WI 53231

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Sincerely,

Monica M. Reamer
Marshall, WV

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Sincerely,

Larry Winters

Marshall WI 53559

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Sincerely,

Reg Martin
Marshall, WI

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Sincerely,

Diane Witkowski

Marshall, WI 53559

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Sincerely,

Brenda Meinhof
Marshall WI 53559

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Sincerely,

Linda Engel
Marshall, Wisconsin

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Marshall, WI

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Warren Twp. PTA
Warren Central High School
9301 E. 18th Street
Indpls., In. 46229
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:

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Virginia Congress of Parents and Teachers

Henrico County Council

March 24, 1997

Chairman Reed Hundt and FCC Commissioners:

We, the undersigned members of the Executive Board of the Henrico County Council of Parent-Teacher Associations, representing 28,000 members in Richmond, Virginia, are writing to express our concerns and voice our collective opinion on the v-chip rating system as presented by Jack Valenti on January 17, 1997. The current rating symbol on the television screen does not provide sufficient content information to afford parents the opportunity to make good decisions as to what is appropriate television viewing by their children. While the current system is certainly a step in the right direction, it is simply not enough!

Recent studies have clearly shown that the majority of parent surveyed favor:

- a system that sheds light on program content. (*U.S. News & World Report* poll, September 9, 1996).
- a system that has separate ratings for sex, violence, and language content - not a single summary for programs. (*What Do Parents Want in Television Ratings?* National PTA, Institute of Mental Health Initiatives, Dr. Joanne Cantor of the University of Wisconsin-Madison, November 21, 1996).
- a television rating system based on program content, versus a system that is based on age as is the movie industry system. (Media Studies Center/Roper Center, December 12, 1996).

The National PTA opposes a system that does NOT provide parents and families information about the content of the program as part of the rating on the TV screen. The current system is age-bound and does not provide information to parents about specific program content. Furthermore, as the FCC is required by law to determine whether the industry's rating system meets the statutory requirements of the Telecommunications Act of 1996, we would like to state that we do not believe that it does and ask that the FCC not approve the proposed industry rating system.

We appreciate the opportunity to speak on behalf of the children of Henrico County and to advocate in their best interests.

Sincerely,

The Executive Board of the Henrico County Council of PTAs

Signatures attached

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List Attached _____

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The Executive Board of the Henrico County Council of PTAs

Jan Bartoszek

Dora Coim

Patricia Rudolph

Manuella Linsku

Linda M. Clark

Margaret Powers

J. May

Julie Mercer

Sylvia W. Ellen

Patricia M. Maloney

R. E. K. B. B. B.

Victoria Powell

March 1997

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

SECRET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

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

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

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 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,

Mrs. Patricia Klug
201 Harvest Way
Hartland, WI 53029

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McNear Elementary School PTA
605 Sunnyslope Ave.
Petaluma, CA 94952

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

DOCKET FILE COPY ORIGINAL

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

Dear Chairman Hundt and Commissioners:

I am writing as a member of the National PTA and on behalf of the McNear Elementary School PTA to voice opposition to the v-chip rating system currently being used on TV screens. The present system does not provide sufficient content information so that parents can make informed decisions regarding appropriate TV programming for their children. Major surveys conducted this fall by the National PTA, U.S. News and World Report and the Media Studies Center/Roper demonstrate that parents overwhelmingly prefer a rating system which provides information about the content of TV programs. Parents do not want the TV industry to interpret what is best for their children; rather, they want to make those choices themselves based on information about the content of the program. We feel that any rating system without content description is useless.

The FCC is required to determine whether the TV industry's rating system has met the requirements of the Telecommunications Act of 1996. We do not believe that the current system does so and so ask that the FCC not approve the system proposed by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. Instead, we request the following:

- that the FCC not approve the TV Rating Implementation Group's proposed system;
- that the FCC accept no rating system that does not include content information 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 more prominently featured on the screen and appear more often;
- that the rating board be independent of the TV industry; and
- that any rating system approved by the FCC be independently evaluated to determine if it is responsive to the needs of parents and children to evaluate a program before viewing.

Very truly yours,


Lynn Haggerty King
President, McNear PTA

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March 20, 1997

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

COMMUNICATIONS

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 Lincoln Elementary PTA in Royal Oak, Michigan 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 of 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,

Martha Erwin

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Your letter must be received by April 8, 1997

March 1997

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

DO NOT REMOVE ORIGINAL

Dear Chairman Hundt and Commissioners:

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

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

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 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,

Suzanne E. Blotnik

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March 24, 1997

DOCKET FILE COPY ORIGINAL

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

Dear Chairman Hundt and Commissioners:

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

I am writing on behalf of the National PTA and the Wisconsin State 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 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,



Carmela M. Parker
Kenosha, Wisconsin

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Warren Twp. PTA
Warren Central High School
9301 E. 18th Street
Indpls., In. 46229
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 Warren Township 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 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,

Ronda Pearson

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Michael and Dayna Christison
8672 West Mesquite Circle
Magna, Utah 84044

DOCKET FILE COPY ORIGINAL

March 27, 1997

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

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 local 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;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

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

Sincerely,



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March 27, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications 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 Commissioners:

As a member of the National PTA, the Sullivan County PTA Council and two local PTA units, as well as a parent of three young people, I find that my awareness of the issue concerning TV ratings to be heightened. I would like to lend my support to the opposition, voiced by our PTA organization, to the v-chip rating system as presented by Jack Valenti on January 17, 1997. The rating symbol on the TV screen does not give parents enough information about the content of a program to enable them to make an intelligent decision about whether or not to allow their children to view the program. Surveys have been done which show that the vast majority of parents prefer a content-based rating system.

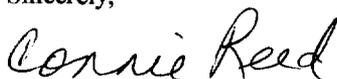
You must appreciate the fact that parents are concerned about their children's viewing habits. It is a very positive sign to me that parents recognize the detrimental influence that certain programming has on their children and that they are willing to try to do their best to have TV have a positive, not a negative influence on their children. The issue is not to make the children stop watching TV, but to guide them in their choices, as we do with other areas of their lives as they grow and develop. And, along with the National PTA, I do not feel that the current system allows parents to accomplish this, although I do appreciate the TV industry at least making an effort in this direction.

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,



Connie Reed
President, Sullivan County PTA Council
Kingsport, Tennessee

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CS 97-55

Donna Day
10525 24th Dr. SE
Everett, WA 98208

March 26, 1997

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

DUCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

I am writing concerning the proposed Age-Based Television Rating System as presented by Jack Valenti and the TV Rating Implementation Group. I am opposed to this particular rating system because I feel that it does not provide sufficient **content** information so that people can make well informed decisions for their TV viewing.

I do think that a Rating System is needed, but that it should include descriptive language about the content, as well as a way of indicating the level of intensity. For example, I would like to see a V for violence, S for sexual content, L for adult language with levels of intensity indicated: occasional, frequent, or widespread.

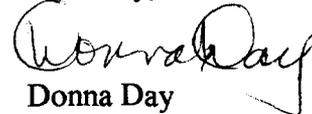
This would give people, especially parents, easily understood, specific information about the programs. The other system does not give enough information for informed decisions.

Any rating board should also be independent of the industry, and have a wide variety of people on it, especially parents of various aged children.

Please do not approve the industry's rating system as it is being presented.

Thank you very much.

Sincerely,


Donna Day

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