

March 26, 1997

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

SOCKET FILE COPY ORIGINAL

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

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

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



Lynne Loschiavo
President, Beecher Elementary School PTA
Beecher, Illinois

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March 25, 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

We are writing on behalf of the National PTA and Bear Path 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 the 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 from the V 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,

Bear Path PTA
Jeanne Harpin, PTA President
Hamden, Connecticut

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March 22, 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

We are writing on behalf of the National PTA and the PTA of Robinson Elementary School 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, *US 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 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,



Pat & Terrie Cowell
Gastonia, North Carolina

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Mrs. Lise L. O'Connell
8913 Bradford Way
Frederick, MD 21701
March 28, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street NW, 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 President of the Spring Ridge Elementary School PTA and I am writing to voice my opposition to the v-chip rating system presented by the TV Rating Implementation Group. The rating symbol on the TV screen does not provide enough content information so that parents can make decisions about what is appropriate TV programming for their children. Parents want to make the choice themselves what is appropriate for their children to watch. So they need a rating system that is content-based for them to have specific information on what their children will be watching.

The FCC 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. I would request that a system that includes content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language) be accepted. I would suggest that the v-chip band be broad enough to receive more than one rating system. I would hope the rating icon on the screen be large and prominently placed and shown more frequently during the course of a program. And I would request that the rating board be independent of the industry (including parents) and be evaluated to determine if it meets the needs of parents.

I thank you for this opportunity to address this important issue to families.

Sincerely,



Lise O'Connell

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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

SECRET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

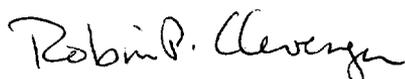
RE: CS Docket No. 97-55, FCC 97-34

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,



Robin P. Clevenger
Summerville, SC

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CS 97-55

Maria O. Ojeda
1001 NW 76th Terrace
Gainesville, FL 32607

March 11, 1997

Mr. Reed Hundt & the FCC Commission
Office of the Secretary
1919 M Street N.W. Room 222
Washington, DC 20554
Attn: Mr. Reed Hundt

COMMUNICATIONS

Dear Mr. Hundt:

This letter is regarding the issue that current television ratings do not provide adequate information on TV viewing. As a parent I feel it does not provide me with specific information about the content. It allows the TV industry to judge what material is acceptable for all children of an age range. It also intermingles violence, sex and language issues in a single judgement, and does not indicate why a show was rated in a particular way. I would like a "Content-Based System" such as:

- V Violent Content
- S Sexual Content & Nudity
- L Adult Language

(Any V, S, or L rating would also indicate "Occasional," "Frequent," or "Widespread.")
(Channels such as HBO and Showtime use a descriptive content system.)

- Includes symbols about the contents.
- Allows Parents rather than the industry to judge appropriateness.
- Clearly separates ratings for each area allowing choices based on specific contents.

I Oppose Age-Based Ratings and want a Content-Based System such as mentioned above.
If you have any questions you would like to address to me please don't hesitate to write.

Sincerely,

Mary O. Ojeda

Mrs. Mary O. Ojeda
Concerned Parent

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March 21, 1997

Chairman Reed Hundt and FCC Commissioners
%Federal Communications Commission
1919 M Street NW, Room 222
Washington, DC 20554

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

DOCUMENT COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

I am writing 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 age based system as proposed and as is currently seen for a brief moment before the start of a television show, is not sufficient for parents to intelligently guide their children's television viewing.

I would like to see implemented a descriptive content based rating system which includes information about the violence, sex and language contained in the show. The rating icon should also appear more prominently on the screen and more frequently during a show.

I have viewed several shows containing the current TV-PG rating and have found many adult situations and sexual language. On the other hand, many of the shows with the current TV-PG rating are appropriate viewing for my 12 year old daughter and 16 year old son. The only way to screen out material that I do not want shown or said in my family room is to either ban television entirely or watch the show at the same time as my children, jump up and turn off the television when the material is inappropriate.

I am not pleased with the language and situations which dominate many of the television shows which are on the air today. My first preference would be to eliminate the material, but as that does not seem likely in the near future, I feel the very least that can be done for families is to allow for intelligent decisions.

Thank you for the opportunity to comment on this very important decision that faces you. I trust that you will weigh carefully the impact that this will have on our families today and on the children which are our future.

Sincerely,

Janet E Boatman

Janet E. Boatman
3515 Wildwood Ridge
Kingwood, Texas 77339

cc. Joan Dykstra, President National PTA

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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, D.C. 20554

Dear Chairman Hundt and Commissioners:

DOCUMENT COPY ORIGINAL

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

I am writing on behalf of the National PTA and the Shivela Middle School 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 1966. 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 place 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,

Joyce L. Gregory

Member, Shivela PTA Board, Murrieta, California

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March 18, 1997

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

SECRET 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 chapter at Dr. W.J. Creel Elementary School in Melbourne, Florida, 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 the parents.

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

Sincerely,
Julie Clermont
Julie Clermont
Melbourne, Florida

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P.S. I feel as if parents concerns are crucial to your decision Please listen to us!

March 24, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 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 Shivela Middle School 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 1966. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

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- *That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- *That the rating icon on the TV screen be made larger, more prominently place 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,



Member, Shivela PTA Board, Murrieta, California

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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, D.C. 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 Shivela Middle School 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 1966. 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 place 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,

Barbara A. Spriggs PTA president

Member, Shivela PTA Board, Murrieta, California

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**RUTH
T · R · E · A · T**

March 19, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 200554

DOCKETED COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

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

I am writing to you to ask you to please consider very carefully the v-chip rating system that was presented by Jack Valenti on Jan. 17, 1997. As a parent, I want sufficient content information on television programs to be made easily available to me so that I can make decisions on what I feel is appropriate for my child's viewing.

I request that:

1. the FCC only approve a rating system that includes content information about programs such as V (for violence) S (for sexual depiction and nudity) and L (for language)
2. the FCC require a v-chip band broad enough that would allow parents to receive more than one rating system
3. the rating icon on the T.V. screen be made larger and placed prominently on the screen and appear frequently during the course of a program
4. the rating board be independent of the industry and the FCC and that it include parents; and
5. rating system approved by the FCC be evaluated by research to determine if it meets the needs of parents.

I appreciate the opportunity to comment on television viewing which daily affects the lives of so many children and families,

Sincerely,

Ruth M. Treat

Ruth M. Treat
Bolton, CT.