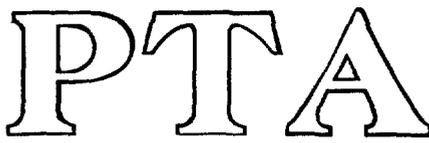


CS 97-55



IOWA CONGRESS OF PARENTS AND TEACHERS, INC.
STATE OFFICE
610 MERLE HAY TOWER
DES MOINES, IOWA 50316-1303
(515) 276-1019 or (800) 475-4782

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MAR 24 1997

March 3, 1997

Federal Communications Commission
Washington, D.C.

Mr. Reed Hundt
Chairman, FCC Commission
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 20554

Dear Mr. Hundt and Commissioners,

Thank you for getting some action taken on television program ratings. If you could just go one step further and make them useful to parents by rating them according to content, you will have helped parents nationwide decide what is appropriate for their children to view.

I have always been puzzled by the movie industry's age ratings. We seem to disagree on what is age-appropriate! Too often I've been embarrassed or frightened for my children and grandchildren while attending what was rated a "family" movie. Evidently my rating system is different.

A content-based ratings system, including levels of intensity of the V (violence), S (sexual content and nudity) and L (adult language), is what parents want and need.

Please don't accept the TV industry's rating system. Please make sure that the rating is large enough to be seen from across the room and have it appear more frequently. Please ask for parent involvement, specifically, if possible, PTA parents, in deciding what the content-based rating should be. And, please continue to use independent research to be sure the system is meeting the needs of parents and families.

It's frightening when you think of the lack of help we've had in the past on making informed decisions as to suitable TV viewing. I do believe it is evident in some of the behaviors our children are exhibiting. Please listen to the concerns of PTA members. Our goal is the protection of all of our children and youth.

Thank you for your time and attention to this matter of utmost importance.
Sincerely,

Laurie L. Musel

Laurie L. Musel
Iowa PTA President

This is a hard copy of what was faxed to you on March 3, 1997.

CS 97-55

3-1-97

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Dear Sir:

I am writing to let you know that I am opposed to the age-based system on T.V.

We need & I fully support a content-based system. Will you please consider this request?

Thanking you,

Ruth M. Hesselstine



Ruth M. Hesselstine
2135 105th St.
Winfield, IA 52659-9619

RECEIVED

MAR 24 1997

Communications Commission
Office of Secretary

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CITIZENS FOR EXCELLENCE IN EDUCATION

3101 Jeanne Marie Court
Austin, Texas 78745
(512) 280-1414

MAR 24 1997

Federal Communications Commission
Washington, D.C. 20541

4 March 1997

CS97-55

Dear Chairman Hunt, FCC:

Please provide the families of our nation with content based ratings for TV rather than age based ratings. We are confident this would be much more beneficial to our families and nation.

Thank you,



David Muralt
Texas Director

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**MATHESON PARK PTA
10809 LEXINGTON AVENUE N.E.
ALBUQUERQUE, NEW MEXICO, 87112**

March 11, 1997

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

Dear Chairman Hundt and Commissioners:

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

We are writing on behalf of the National PTA and the Matheson Park PTA in Albuquerque, New Mexico, 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,

Matheson Park PTA
Albuquerque, New Mexico

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March 12, 1997
Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners

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

We are writing on behalf of the National PTA and The Lyseth Elementary School of Portland, ME. 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. We do not feel that the rating symbol on the TV screen gives parents enough information on content to be able to make informed decisions regarding appropriate TV programming for our children. We would like to see a rating system that gives parents information about the content of program. Any rating without content description 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:

****The FCC should not approve the industry's rating system.** It 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):

*****The FCC should require a V-chip band broad enough that would allow parents to receive more than one rating system**

*****The rating icon on the TV screen should *larger, more prominently placed* on the screen, and appear *more frequently* during the program**

*****The rating board should be independent of the industry and the FCC and that it should include parents:**

***** Any rating system approved by the FCC should be evaluated by independent research to determine if it meets the needs of parents**

Thank you for the opportunity to hear our concerns

Sincerely,



Sue Sesto

PTA President

Lyseth Elementary School

Portland, ME

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March 19, 1997

Chairman Reed Hundt and the FCC Commissioners
c/o Federal Communication 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 Virginia Secondary School PTSA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents 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 icon 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:

1. That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such a V(for violence), S(for sexual depiction and nudity), and L(for language);
2. That the FCC require a V-chip band broad enough that would allow parents to receive more that one rating system;
3. 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;
4. That the rating board be independent of the industry and the FCC and that it include parents; and
5. 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,



Carrie Bezek
Secretary, Virginia Secondary School PTSA
Virginia, MN 55792
218-741-7615

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March 1997

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

Dear Chairman Hundt and Commissioners:

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

I am ~~write~~ writing on behalf of the National PTA and the Union Juba, OK (local, council, district, or state PTA) to voice my ~~own~~ 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,

Your Name Shirley Howard
Town, State Juba, OK

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P.S. I wrote to AFH also.

March 18, 1997

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

Dear Chairman Hundt and Commissioners:

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

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,


Terry Wellbrock
Melbourne, Florida

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MOUNT WASHINGTON PTA

3981 SAN RAFAEL AVENUE, LOS ANGELES, CA 90065 (213) 225-8320

March 29, 1997

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

Dear Chairman Hundt and Commissioners:

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

I am writing on behalf of the National, the California and the Mt. Washington Elementary 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 to allow parents to make decisions about what is appropriate TV programming for their children. According to surveys conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper released this fall, parents overwhelmingly preferred a rating system that gives them information about the content of programs. **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.

I personally feel that allowing Jack Valenti to develop a ratings systems for TV programs is like asking the Mafia to police itself. I urge that a ratings board that is independent of the industry and the FCC be formed and that such board include parents. Any ratings system that is adopted must include specific content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language). Parents are eager to do their part in raising children to become positive, morally balanced, contributing members of society. We need tools to help us, especially since the TV industry has apparently decided that anything goes as long as it sells.

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

Sincerely,

Laura Berry
PTA President
Los Angeles, California

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MOUNT WASHINGTON ELEMENTARY
A LOS ANGELES UNIFIED SCHOOL DISTRICT SCHOOL
ALL DONATIONS TAX DEDUCTIBLE

CS 97-55

Todd and Elissa Beck
3923 Whippoorwill Lane
Salem, Va 24153

3/4/97

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MAR 24 1997

The Honorable Reed Hundt, Chairman, FCC
1919 M Street, NW
Washington, DC 20554

Federal Communications Commission
Office of Secretary

Honorable Reed Hundt,

It has come to our attention that a public comment period has begun concerning the age-based rating system which has been implemented by the TV industry. We would like to inform you that we are against this type of rating system. This system is too broad and categorizes shows which have a varied range of content which are not always suitable to the group they have been rated for. We support a content rating-based system. This type of system would group apples with apples and oranges with oranges. Plus we would like to see the family hour restored. The Family Hour insures that programming keep the family in mind. Also the commercials remain more family orientated.

We hope that you will seriously review the flaws behind the age-based system and institute a content-based system and restore the family hour.

Sincerely,



Todd and Elissa Beck

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CS97-55

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MAR 24 1997

Federal Communications Commission
Washington, D.C.

DOCKET FILE COPY ORIGINAL

1450 West Chester Pike, #297B
West Chester, PA 19382-6551
March 3, 1997

Reed Hundt, Chairman
Federal Communications Commission
1919 M Street, N.W.
Washington, D. C. 20554

Dear Mr. Hundt:

I write to ask you and your Commission to reject the ratings system for television. A body is ineffective in policing itself; so, it follows that Mr. Valenti and the producers are ineffective in rating their own productions.

This ineffectiveness is obvious in the vagueness of the rating scales they have produced. Dependence upon the V-chip is, by its very nature, ineffective.

So, in light of these problems, I ask you, for the well-being of our children to reject the rating system and demand an effective one, produced by, shall we say, less affected parties.

Sincerely,



Charlotte M. Good

P. S. May I have your response to tell me what you and your Commission have accomplished.

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CS 97-55

3-1-97

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Dear Mr. Hundt,

RECEIVED

MAR 24 1997

Federal Communications Commission
General Secretary

I am disappointed with the industry rating system for TV shows. I am requesting a rating system based on program content.

I have high standards for my children and screen all the shows. Please label V= violence S=sex content and L=adult language.



Thank you, Kim Newbold

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March 1997

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

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 Chappaqua 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,

Susan Habermann
335 Whipoorwill Rd
Chappaqua, NY 10514

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Coleen Lentsch, IPTA District 24 Director
5458 West Dakin, Chicago IL 60641
(773) 545 - 2520

March 8, 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 97-24

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National, Illinois, and District 24 Parent-Teacher Associations (PTAs) and I, therefore, represent 6-1/2 million, 200,000 and 11,000 respectively, to voice our opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementa-tion Group. The age-based rating symbol on the TV screen does not provide sufficient information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs. Parents do not want the TV industry to interpret what is best for their children. Parents want to make these 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!

I do not believe the industry's age-based system has met statutory requirements of the Telecommunications Act of 1996, and, therefore, request the following:

- < under no circumstance should the FCC approve the industry's system and further accept no system without content information; perhaps V (violence), S (sex and/or nudity), and L (adult language), occasional, frequent, widespread.
- < that the rating icon on the TV be made larger, more prominently placed on the screen, and appear more frequently during the running time.
- < that the rating board be independent of the industry and the FCC and that it include parents, possibly working with parent advocate groups as the PTA. and,
- < that any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents, again through established parent advocacy groups.

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

Sincerely,



Coleen Lentsch, Director
IPTA District 24

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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

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,


Anne Marie Monteparo
Melbourne, Florida

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CS 97-55

March 20, 1997

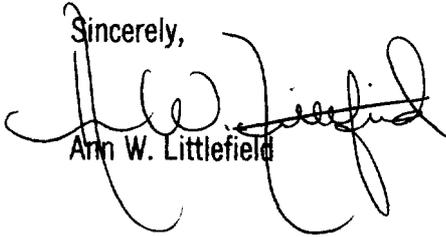
Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street NW, Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

I am writing to you to voice my **opposition** to the v-chip rating system as currently proposed. As a parent this system does not tell me the content of the program so that I may choose what I feel is appropriate for my child. Instead it sets an arbitrary age-based rating which may or may not correspond to what I find appropriate for my child at that particular age. Please do not implement this system. Please implement a system such as the one the National PTA supports that gives descriptive content-based ratings.

Thank you.

Sincerely,



Ann W. Littlefield

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March 21, 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:

I am writing on behalf of the National 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 includes 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,



Donna Devlin
12 Uncle Pete's Road
Hamilton, NJ 08691

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March 19, 1997

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

Dear Chairman Hundt and Commissioners:

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

I am writing as a parent, an executive PTA board member and a delegate to Chesterfield County Council. I would like you to know that I am in opposition to the v-chip rating system that was presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol that currently appears on the TV screen does not provide content information so that parents can make their own decisions about what is appropriate programming for their children. I would like to know if a program has violence, objectional language and nudity or sexual content. A rating system without content descriptions on the TV screen and publicized in periodicals that carry scheduling is ineffectual. I currently do not use the ratings that appear now; I screen the shows that my children watch. However, I am aware that not all parents have the time or inclination to do this.

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

- > The FCC should not 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 (sexual depiction and nudity) and L (objectionable language);
- > The FCC should require a V-chip band broad enough that would allow parents to receive more than one rating system;
- > The rating icon on the TV screen be made larger, more prominently placed on the screen, and appear with more frequency during the course of the program.
- > The rating board should be independent of the industry and the FCC and that it will include parents;
- > Finally, that any rating system approved by the FCC be evaluated by independent research to ascertain if it meets the needs of parents.

Thank you for taking the time to consider my thoughts on this issue that is so important to families.

Sincerely,



Mari Reisinger
1033 Chiswick Road
Richmond, VA 23235

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CS97-55

(LETTERHEAD)

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February 1997

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MAR 24 1997

Federal Communications Commission
Washington, D.C.

The Honorable Reed Hundt
Federal Communications Commission
1919 M Street, NW
Washington, D.C. 20554

Commissioner Hundt _____:

We are writing to urge the Federal Communications Commission to hold a public hearing as part of its review of the television industry's rating system.

The National Association for Family and Community Education and its affiliate, North Carolina Extension Homemakers Association, are grass-roots organizations which have been actively involved in family issues for the past 60 years. We are concerned that the family issue of the recently implemented television rating system does not address the needs of parents.

The questions generated by the current age-based television rating system deserve a public hearing. We urge you to hold such a hearing soon on this issue which is so important to families in America today.

Sincerely,
Maydell Baker

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10042 Hazelhurst
Houston, TX 77080
March 19, 1997

Mr. Reed Hundt
Federal Communications Commission
Office of the Secretary
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Mr. Hundt,

Re CS Docket No. 97-55, FCC 97-34. I applaud the FCC's attempt to provide parents with information about TV programming, but I am opposed to the current rating system that is vague and inconsistent. The current ratings, although a good start, are not anywhere near exact enough. This system does not provide enough information for parents to make sound judgments. Even the rating system used by the Motion Picture Association of America for movies is wanting.

I cringe to say my 13-year old can watch a PG-13 program without me having previewed it first. What I consider age-appropriate often differs from the industry's standard. I have a real problem with the excessive and often graphic violence in PG-13 movies and on TV. The video violence has become commonplace - our kids see it so often, it's no surprise they have become desensitized to violence.

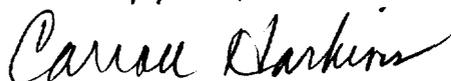
A more comprehensive system is needed which gives parents relevant, specific information to guide their children's viewing. Some identifiers might include:

N = nudity L = adult language S = sexually suggestive
V = violence GV = graphic violence SE = sexually explicit

All of these descriptors could be further specified using modifiers such as *some, a little, a lot, occasional, frequent, etc.*

I urge you, Mr. Hundt, and the FCC, to reconsider the current rating system and move toward using more relevant descriptors that will really benefit the viewers ... especially the children. It does take a whole village, Mr. Hundt! Let's take the responsibility back and do the right thing for all children!

Sincerely yours,



Carroll Harkins

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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

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 Monmouth Beach Elementary 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. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC is required to determine whether the industry's rating system has met statutory requirements of the Telecommunication Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. 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).

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

Sincerely,



Deborah Keller

23 Spaulding Place

Monmouth Beach, NJ 07750-1015

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March 10, 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:

I am writing on behalf of the National PTA and the Platte City Middle School PTSA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 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,

Carolyn M. Barry

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SAMPLE LETTER TO THE FCC

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

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 Salt Lake School Dist (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,

Your Name
Town, State

Golynn Stagg
Salt Lake City Utah

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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

Dear Chairman Hundt and Commissioners:

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

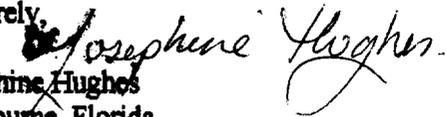
I am writing on behalf of the National PTA and the local PTA chapter at Dr. W.J. Creel Elementary School in Melbourne, Florida, to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV 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:

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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 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,


Josephine Hughes
Melbourne, Florida

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