

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

March 1997

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

Chairman Hundt and Commissioners:

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

This letter is written on behalf of the National PTA and the Andrews Elementary PTA of Portland, Texas to voice opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program.

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

- \*That the FCC should not approve the industry's rating system and should accept no rating system that does not include content information about programs such as V (for violence), S (sexual depiction and nudity) and L (for language);
- \*That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- \*That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program;
- \*That the rating board be independent of the industry and the FCC and that it include parents; and
- \*That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Andrews Elementary PTA thanks you for the opportunity to comment on this important issue to our children and families.

Sincerely,

Portland, Texas

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

March 1997

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

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

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Andrews Elementary PTA thanks you for the opportunity to comment on this so important to our children and families.

Sincerely,

Portland, Texas

*Donny Mingo*  
PTA Correspondence Secretary

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Jenny Schiltz  
2318-45th Street  
Des Moines, Iowa 50310  
515/279-8237  
March 18, 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 as a member of the National PTA, the Des Moines PTA Council, the Monroe-Rice Elementary School PTA and as a very concerned parent 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 I, as a parent, can make information-based decisions about what is appropriate TV programming for my children. I have often tuned-in to programs with, what I thought were, appropriate material for my young children. Initially, I based part of my decision on the current rating symbol displayed. I was appalled to find that those symbols were inaccurate and misleading. I no longer trust those symbols to aid me in my TV viewing decisions.

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. As a parent, I do not want the TV industry to interpret what is best for my children. I want to make those decisions 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 Telecommunicative 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 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 a 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;

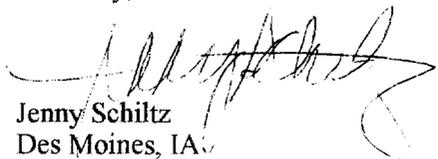
-That the rating icon on the TV screen be made larger, more prominently placed on the screen, and that it appear more frequently during the course of a program;

-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,

  
Jenny Schiltz  
Des Moines, IA

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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 Sauve Rd. School PTA - Wilbraham, MA (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. ~~We~~ (We) 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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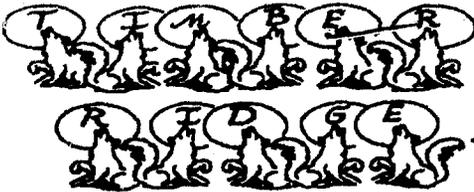
Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Mr. & Mrs. Theodore Souza*

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5000 Timber Ridge Road • Marietta, Georgia 30068 • 640-4808

## PTA

March 14, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
Office of the Secretary  
1919 M Street NW, Room 222  
Washington, DC 20554  
e-mail address: vchip@fcc.gov

RE: CS Docket Number 97-55, FCC 97-34

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 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, conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper, demonstrate overwhelming parental preference for a rating system that provides information to parents 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 program content information. Any rating system without content descriptions, both on-screen and publicized in TV schedules, is useless.

The FCC, by law, is required to determine whether the industry's rating system meets the statutory requirements of the Telecommunications Act of 1996. I do not believe that this system does so, and therefore request that the FCC decline to approve the industry rating system as proposed by the TV Rating Implementation Group. Instead, I request the following:

- The FCC should adopt a rating system that includes content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- The FCC require a V-chip band broad enough to 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 more frequently during the course of a program;
- The rating board be independent of the industry and the FCC and that it include parents; and
- 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,

*Mary Ellen Hubbard*

*President PTA '95-'97*

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March 20, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission March 20, 1997  
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**

We are writing on behalf of the National PTA and the Soule Rd. 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. We as parents do not want the TV industry to interpret what is best for our children. We want to make those choices ourselves based on content information about the program. Any rating system without content descriptions on the screen 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);
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- \* That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

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

Sincerely,

*Scott Craig*  
*Karen Craig*

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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 Soule Rd. School (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:

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

Sincerely,

*The Matysiks  
William and Margaret*

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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.

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Sincerely, *Laynie Fulton-Diamond*

Laynie Fulton-Diamond  
Melbourne, Florida

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**SOUTH FLORIDA  
PRESCHOOL PTA, INC.** March 16, 1997  
*"Making a World of Difference"*

*Holly Evans*  
President

Chairman Reed Hundt  
Federal Communications Commission

*Anne McAndrew*  
Vice President

1919 M Street, N.W., Room 222  
Washington, DC 20554

*Judy Weger*  
Secretary

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

*Nicole Lebon-Scagnelli*  
Treasurer

Dear Chairman Hundt,

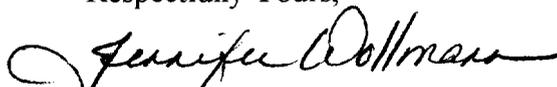
I am writing this letter on behalf of the National and South Florida Preschool PTAs to express our opposition to the current television industry proposed age-based rating system, which does not identify the sex, violence and language content of the program.

The South Florida Preschool PTA has conducted extensive television monitoring each year for the past five years. Our results are published in reports that we have submitted to the FCC and other individuals and organizations. Our findings focus on the content of the television programs we view, because it is the content of a program that allows a parent to determine if it is appropriate for their child to watch it.

In addition to the findings in our reports, major surveys conducted by the National PTA, U.S. News & World Report, and the Media Studies/Roper Center showed an overwhelming preference to a content-based rating system over an aged-based one. If the FCC is truly committed to providing parents with a tool to monitor the content of children television programs, please approve a rating system that reflects what parameters they want to monitor. Any rating system short of that will merely be appeasing the television industry and will fall short of meeting the intent of the Telecommunications Act of 1996.

We appreciate the opportunity to comment on this issue.

Respectfully Yours,

  
Jennifer Wollmann  
Legislative Chair

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March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
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Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Dobly H. Schawi  
Hamilton NJ

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Andrews Elementary P.T.A.

Portland, TX. 78374

March 10, 1997

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

Chairman Hundt and Commissioners:

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Sincerely,

Portland, Texas

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

March 1997

Chairman Reed Hundt and FCC Commissioners  
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191 M Street N.W., Room 222  
Washington, DC 20554

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Sincerely,

*Linda Knowlton*  
Portland, Texas

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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**

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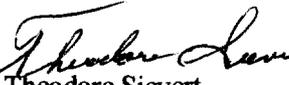
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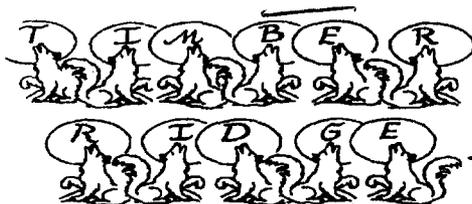
Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

  
Mary Sievert  
8953 Birch  
Morton Grove, IL 60053

  
Theodore Sievert  
8953 Birch  
Morton Grove, IL 60053

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5000 Timber Ridge Road • Marietta, Georgia 30068 • 640-4808

## PTA

March 14, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
Office of the Secretary  
1919 M Street NW, Room 222  
Washington, DC 20554  
e-mail address: vchip@fcc.gov

RE: CS Docket Number 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

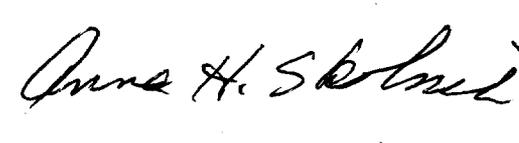
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Dear Chairman Hundt and Commissioners:

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

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

  
Coni Staton  
Melbourne, Florida

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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

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 Lomond View, Weber District, Utah 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 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.

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Sincerely,

Hal & Kim Roe 645W. 3750N.  
Pleasant View, UT 84414

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 Midland 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,

Randy & Holly Almer - PTA members & parents  
 Box 75  
 Midland, SD 57552

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March 19, 1997

Chairman Rick Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street NW Room 222  
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners,  
RE: CS Docket #9255, FCC 97-34

I am writing on behalf of the National PTA and the NEISD (North East Independent School District) located in the great Lone Star state of Texas, to let you know that I am strongly opposed to the P-chip Rating System concept introduced to your committee by Mr. Jack Valenti. I believe that parents know what is best for their children and the TV industry should not be the interpreters of program content. Instead, perhaps, Mr. Valenti and the powers that be should concentrate on developing less violent programs. The ratings scale suggested by Mr. Valenti is too vague and needs better clarification for parents to make informed program choices for their children.

I suggest the ratings derived by Showtime and HBO stations are better indicators of program content. Whereas television executives have conflicting priorities, responsible TV viewing choices belong in the hands of parents! These daily choices can best be made with explicit directives pertaining to program content at the beginning of each show.

Thank you for your interest and continued support in this important issue.

Sincerely,  
Kris Higgins  
San Antonio, Texas

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March 18, 1997

Chairman Reed Hundt and FCC Commissioner  
% 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 to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate programming for their children. Parents do not want the TV industry to decide what is appropriate for various age groups. Parents want to make those choices themselves based on content information about the program. In this world of ever increasing violence it is imperative that we as parents be making the decisions about our children's viewing habits.

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 that and ask that the FCC not approve the industry rating system. Instead, request the following:

- The FCC should accept no rating system that does not include content information about programs such as V(for violence), S(for sexual content and nudity) and L(for adult 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 larger and appear more frequently during the program:
- That the rating board be independent of the industry and include parents in the evaluation and approval of a new rating system.

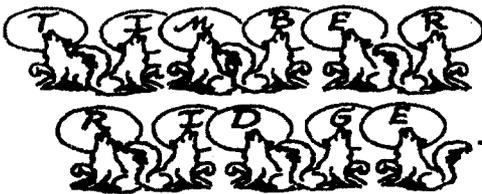
Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Rachelle Jeffery  
Kenosha, WI

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5000 Timber Ridge Road • Marietta, Georgia 30068 • 640-4808

**PTA**

March 14, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
Office of the Secretary  
1919 M Street NW, Room 222  
Washington, DC 20554  
e-mail address: vchip@fcc.gov

RE: CS Docket Number 97-55, FCC 97-34

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 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, conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper, demonstrate overwhelming parental preference for a rating system that provides information to parents 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 program content information. Any rating system without content descriptions, both on-screen and publicized in TV schedules, is useless.

The FCC, by law, is required to determine whether the industry's rating system meets the statutory requirements of the Telecommunications Act of 1996. I do not believe that this system does so, and therefore request that the FCC decline to approve the industry rating system as proposed by the TV Rating Implementation Group. Instead, I request the following:

- The FCC should adopt a rating system that includes content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- The FCC require a V-chip band broad enough to 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 more frequently during the course of a program;
- The rating board be independent of the industry and the FCC and that it include parents; and
- 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 Kłodnicka*

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# MARION E. FROEHLICH

ATTORNEY AT LAW

900 PIER VIEW WAY  
OCEANSIDE, CA 92049-0299  
(619) 722-6080  
FAX: (619) 722-5860

0597-55

March 19, 1997

REED HUNDT  
Chairman, FCC  
Office of the Secretary  
1919 "M" Street N.W., Room 222  
Washington, DC 20554

RE: TELEVISION RATING

Dear Mr. Hundt;

I oppose the rating system recently proposed by the Television Ratings Implementation Group. This system dodges the issue of informing parents of a program's content. As a parent, I am concerned that it would be more misleading than helpful because it assumes a level of violent, sexual, and verbal content which is appropriate for different age groups of children. I want to be the one to make these judgments based on specific information regarding the program's content.

I urge you to adopt the descriptive system currently used by HBO and Showtime wherein a program is preceded by a rating of "V" for violent content, "S" for sexual content & nudity, and "L" for adult language. These terms are informative: They give parents the opportunity to evaluate the program's effect on individual children with individual needs.

Please reject the TRIG's proposal and adopt the content-based system currently used by HBO and Showtime.

Very truly yours,



MARION E. FROEHLICH  
Enclosure/s: none

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CS97-55

# GRANDVIEW ELEMENTARY SCHOOL

959 WOODWARD DRIVE  
CHARLESTON, WEST VIRGINIA 25312  
PHONE 348-1928

March 21, 1997

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

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National PTA and the Grandview 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. The National PTA conducted a survey in the fall of 1996 with over 700 parents and the results were overwhelming for a rating system that gives parents information about the content of programs. Today's parents are concerned about what programs their children watch. They want to make their own decisions as to which programs are watched and knowledgeable decisions based on program content not an age system like the movie industry uses.

In closing, we ask that the FCC not approve the industry's rating system. We ask that the FCC not accept any 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). Any V, S, or L rating would also indicate the level of intensity such as "occasional", "frequent", or "widespread". We feel this is the only rating system that allows parents to judge what program(s) are acceptable for our children.

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

Advocates for children,

*Delia Walters, President*

Grandview Elementary PTA  
Charleston, West Virginia

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**Michelle M. Peterson**

**947 E. Canyon Rd. #10  
Ogden, UT 84404**

March 18, 1997

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

Dear Chairman Hundt & Commissioners:

RE: CS Docket No 97-55, FCC 97034

Gentlemen:

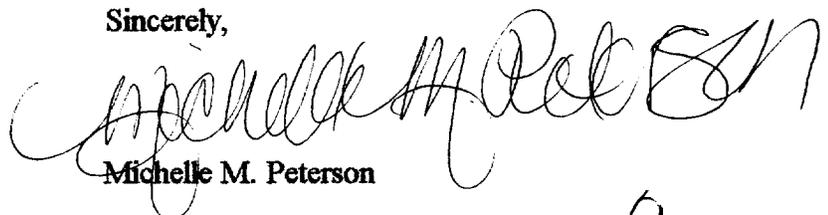
I am writing to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate 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, I 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 as V (for violence), S (for sexual depiction & nudity) and L (for language);
2. That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
3. 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;
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,



Michelle M. Peterson

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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**

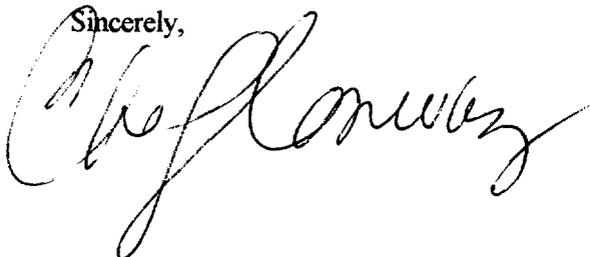
I am writing on behalf of the National PTA and the John Muir PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that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

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

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

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

Sincerely,



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

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1900 M Street N.W., Room 222  
Washington, DC 20554

Chairman Hundt and Commissioners:

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

This letter is written on behalf of the National PTA and the Andrews Elementary PTA of Portland, Texas to voice opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program.

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

- \*That the FCC should not approve the industry's rating system and should accept no rating system that does not include content information about programs such as V (for violence), S (sexual depiction and nudity) and L (for language);
- \*That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- \*That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program;
- \*That the rating board be independent of the industry and the FCC and that it include parents; and
- \*That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

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

Sincerely,

*Barbara N. Paterson*  
Portland, Texas

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