

April 9, 1997

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

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

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

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

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

Cathy V. Sandberg
Cathy V. Sandberg
West Jordan, Utah

Sandberg
2491 W. 2460 S
W. Jordan, Ut
21197

WFTS-TV
4045 NORTH HIMES AVENUE
TAMPA, FLORIDA 33607-6607
(813) 354-2828
(813) 873-2828 FAX

JIM MAJOR
VICE-PRESIDENT &
GENERAL MANAGER

CS 97-55

RECEIVED



FCC MAIL ROOM

April 8, 1997

Office of the Secretary
The FCC
1919 M Street, N.W.
Washington, D.C. 20554

Commissioners:

In spite of the fact that there are still some vocal critics, WFTS would like to express its strong approval of the voluntary rating system developed by the television industry. Like many, many other stations around the country, we have yet to hear a single complaint from anyone in our audience.

The current system is simple and easy to understand by the public.

We too feel it easily satisfies the requirements of the telecommunications act of 1996 and is a giant step forward in our continuing effort to be responsible broadcasters.

Sincerely,

A handwritten signature in black ink that reads "Jim Major". The signature is stylized and cursive.

Jim Major

No. of Copies rec'd 0
List ABCDE



CS 97-55

Jane Gangitano, 410 Paseo Ganso, San Clemente, CA, 92672-3522

FCC MAIL ROOM

APR 14 1007

4-10-97

FCC RECEIVED

The TV rating system as currently proposed does not give us parents enough information to make informed judgments about what we or our children might watch. We need a system that gives information on a show's content for : violence, sex (explicit or otherwise) and foul language. Why try to hide this information from us anyway? If the TV industry is afraid we might not watch the show then why air it? Unless they are trying to inflict their poor taste on us so that we will get used to it and be under their influence. I really feel (and many others with whom I speak) that we are requesting a very simple TV rating system, namely, one that details for us any content that is violent, sexual in nature and uses foul language. How much more simple can you get. What are they afraid of??

Please try to get this information for us as our publicly elected officials.

Thank You

Jane Gangitano
Jane Gangitano

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List ABCDE



A M E D I A G E N E R A L S T A T I O N



April 4, 1997

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

RE: CS Docket No. 97-55

Dear Commissioners:

As General Manager of WTVR-TV, I am writing to express my strong approval of the voluntary rating system developed by the television industry. This system builds on the 28 years of familiarity and success that the movie rating system has had and continues to have.

In the three short months the system has been in existence, my station has experienced virtually no comments about it. I believe it was the right thing to do although I am concerned that it does little to help children in disadvantaged households. For those parents who care to use this ratings system, it will increasingly be a useful tool.

The legislative history and the law makes clear that the Commission should act only if the industry failed to do so. The industry has acted; it developed and implemented a voluntary ratings system that parents in my community find useful and easy to use. It easily satisfies the requirement of the Telecommunications Act of 1996 and unquestionably meets the standard of "acceptability" in the Act.

I urge the Commission to recognize the importance of what the industry has done and approve the TV Parental Guidelines.

Sincerely,

Mark Keown
Executive Vice President
and General Manager

MK/dy

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List ABCDE

WDIV / TV 4
A POST-NEWSWEEK STATION

ALAN W. FRANK
VICE PRESIDENT AND GENERAL MANAGER

April 7, 1997

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

RE: CS Docket No. 97-55

Dear Commissioners:

As General Manager of WDIV TV, I am writing to express my strong approval of the voluntary rating system developed by the television industry. This system builds on the 28 years of familiarity and success that the movie rating system has had and continues to have.

At our station, we have received very little comment about the ratings.

The legislative history and the law makes clear that the Commission should act only if the industry failed to do so. The industry has acted; it developed and implemented a voluntary ratings system that parents in my community find useful and easy to use. It easily satisfies the requirements of the Telecommunications Act of 1996 and unquestionably meets the standard of "acceptability" in the Act.

I urge the Commission to recognize the importance of what the industry has done and approve the TV Parental Guidelines.

Sincerely,



Alan W. Frank

RECEIVED

APR 16 10 44 AM '97

CABLE SERVICES BUREAU

FCC MAIL ROOM

APR 14 1997

RECEIVED



CABLE SERVICES BUREAU

APR 16 9 49 AM '97

RECEIVED

RECEIVED

APR 14 1997

FCC MAIL ROOM

April 8, 1997

Office of the Secretary
Federal Communications Commission
1919 M Street, NW
Washington, DC 20554

Re: CS Docket No. 97-55

Dear Commissioners:

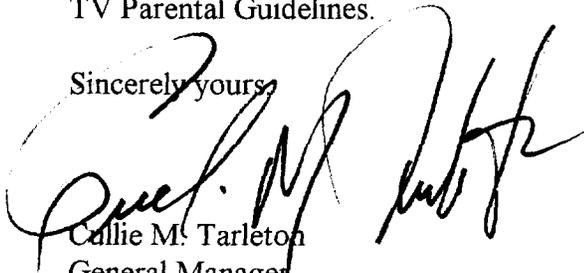
As General Manager of WCCB-TV, I am writing to express my strong approval of the voluntary rating system developed by the television industry. This system builds on the 28 years of familiarity and success that the movie rating system has had and continues to have.

In the three short months the system has been in existence, my station has not received a single phone call or inquiry from a viewer or parent regarding the system. That says to me that the system is working and that viewers and parents understand it. Otherwise, we would have received some inquiries.

The legislative history and the law makes clear that the Commission should act only if the industry failed to do so. The industry has acted; it developed and implemented a voluntary ratings system that parents in my community find useful and easy to use. It easily satisfies the requirements of the Telecommunications Act of 1996 and unquestionably meets the standard of "acceptability" in the Act.

I urge the Commission to recognize the importance of what the industry has done and approve the TV Parental Guidelines.

Sincerely yours,


Callie M. Tarleton
General Manager

CMT/mkl

One Television Place
Charlotte, NC 28205
(704) 372-1800
FAX (704) 376-3415



FEDERAL COMMUNICATIONS COMMISSION

APR 14 1997

KPAX

Communications, Inc.

RECEIVED **Montana's NEWS Stations**



April 4, 1997

Federal Communications Commission
1919 M Street NW
Washington DC 20554

re: CD Docket No 97055

Dear Commissioners:

As General Manager of KPAX/KAJ TV, I am writing to express my strong approval of the voluntary rating system developed by the television industry. This system builds on the 28 year of familiarity and success that the movie rating system has had and continues to have.

At our station, reaction to the ratings has been mostly positive, but we felt that the ratings are too new for parents to have formed an impression or opinion of them as yet.

The legislative history and the law makes clear that the Commission should act only if the industry failed to do so. The industry has acted; it developed and implemented a voluntary ratings system that parents in my community find useful and easy to use. It easily satisfies the requirements of the Telecommunications Act of 1996 and unquestionably meets the standard of "acceptability" in the Act.

I urge the Commission to recognize the importance of what the industry has done and approve the TV Parental Guidelines.

Sincerely,

Robert Hermes
KPAX/KAJ General Manager

cc: Chuck Sherman

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News Channel 8

KOLO-TV RENO, NV

April 8, 1997

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

Re: CS Docket No. 97-55

Dear Commissioners:



4850 Ampere Drive
Post Office Box 10,000
Reno, Nevada 89510-0005

As General Manager of News Channel 8 KOLO/TV, I am writing to express my strong approval of the voluntary rating system developed by the television industry. This system builds on the 28 years of familiarity and success that the movie rating system has had and continues to have.

At our station, we have received very little comment about the ratings, and we detect that the ratings are too new for parents to have formed an impression/opinion of them as yet.

The legislative history and the law makes clear that the Commission should act only if the industry failed to do so. The industry has acted; it developed an implemented a voluntary ratings system that parents in my community find useful and easy to use. It easily satisfied the requirements to the Telecommunications Act of 1996 and unquestionably meets the standard of "acceptability" in the Act.

I urge the Commission to recognize the importance of what the industry has done and approved the TV Parental Guidelines.

Sincerely,

A handwritten signature in cursive script that reads "Charles S. Alvey".

Charles S. Alvey
General Manager

A member of the  Donrey Media Group

4850 Ampere Drive (89502) • Post Office Box 10000 (89510-0005) • Reno, Nevada
Main 702-858-8888 • Fax 702-858-8855

EQUAL OPPORTUNITY EMPLOYER

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DOCKET FILE COPY ORIGINAL

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

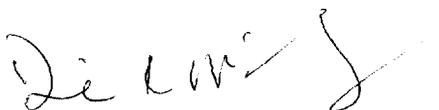
I am writing on behalf of the National PTA and Rockville Centre PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so 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 the parents.

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

Sincerely,



DOCKET FILE COPY ORIGINAL

March 1997

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

J Rhodes
912 Black Spruce Lane
Sykesville, MD
21784

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 Piney Ridge (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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- 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

Laura K Rhodes
Sykesville, MD

March 11, 1997

DOCKET FILE COPY ORIGINAL

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

Mr. & Mrs. J. Benigno
137 Paul Ct.
Hillsdale, NJ 07642

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 Ann Blanche Smith School PTA in Hillsdale, NJ 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 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,

Debra Benigno
Hillsdale, New Jersey

250 South Elm Street
Palatine, IL 60067
April 6, 1997

DOCKET FILE COPY ORIGINAL

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

Dear Chairman Hundt and Commissioners:

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

As a parent of children ranging in age from six to fifteen and as a member of the National and the Stuart R. Paddock PTA, I am writing in opposition to the V-chip rating system that has been presented by Jack Valenti, Chair of the TV Rating Implementation Group. The rating symbol on the TV screen does not provide sufficient content information on the individual show, allowing parents to judge whether they feel it is appropriate for their children to view the program.

Each show's content is as individual as the people choosing to view the program, and should be rated as such - individually. Rating each show individually would provide parents with adequate information on the show's content, giving them an educated viewing choice.

There are several of today's sitcoms that my family enjoys watching, but on several occasions we found the content of these shows to be inappropriate for our children. If the rating system had been individualized to each show, we would have been better prepared to either handle the questions that occurred from viewing the show or choose not to watch the show.

Thank you for the opportunity to express my comments on the current rating system. I hope you strongly consider changing the current system to provide more information on each individual television show.

Sincerely,



Kathleen Buesching
President, Stuart R. Paddock PTA

Aloma Elementary School PTA

2949 Scarlet Road
Winter Park, Florida 32792
(407) 672-3100

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

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Dear Chairman Hundt and Commissioners:

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

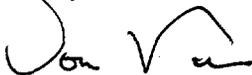
I am (we are) writing on behalf of the National PTA and the Aloma PTA (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does 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,



DOCKET FILE COPY ORIGINAL

March 1997

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

B. Michallic
361 Wood St.
Truckerton, NJ 08087

Dear Chairman Hundt and Commissioners:

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

Truckerton, N.J.

I am (we are) writing on behalf of the National PTA and the Truckerton, N.J. (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.

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- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

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

Sincerely,

Barbara Michallic

Your Name
Town, State

Truckerton, NJ 08087

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**LEWIS & CLARK MIDDLE SCHOOL PTSA
1114 West Pierce, Yakima, WA 98902
President Andrea Altmeyer 965-3702**

9 April, 1997

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

Dear Mr. Hundt and FCC Commission:

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

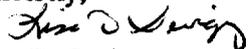
We are writing on behalf of the National PTA and the Lewis & Clark Middle School PTSA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. 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:

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

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

Sincerely,


**Lisa D. Sevigny
Lewis & Clark Middle School PTSA Secretary**

DOCKET FILE COPY ORIGINAL

1800 Tyris Dr.
Pittsburgh, Pa., 15241
April 9, 1997

Chairman Reed Hundt and FCC Commissioners
Federal Communications Commission
1919 M St., NW, Rm. 222
Washington, D.C., 20554

Dear Chairman Hundt and Commissioners:

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

I am writing to support the National PTA's position opposing the current V-chip TV rating system. Any meaningful system to parents should include notation of content, also, such as violence, sexual situations, or strong language.

I hope you will not approve the current system and instead will adopt more helpful guidelines.

Thank you for listening to my opinion.

Sincerely,

Irene Hofstetter

Irene Hofstetter

Aloma Elementary School PTA

2949 Scarlet Road
Winter Park, Florida 32792
(407) 672-3100

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

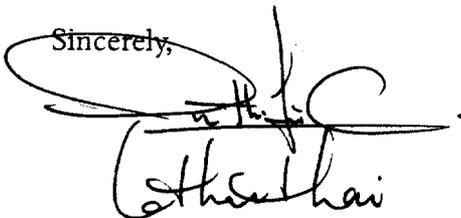
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Sincerely,



Catharine

March 1997

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

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

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

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

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- That the rating 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,

Phyllis Jones
1431 A/Am...ce
Greensboro, North Carolina 27446

March 1997

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

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

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

I am writing on behalf of the National PTA and the Douglass Houghton PTA, Waterford, Michigan to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. I would prefer a content-based system rather than an age-based system. I feel the decision as to what my child(ren) views on television should be in my hands rather than in the hands of the TV industry.

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 age-based 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,

Nancy E. Heisen

Diane Brown
7221 Queens Place
Amarillo, TX 79109

April 5, 1997

DOCKET FILE COPY ORIGINAL

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

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

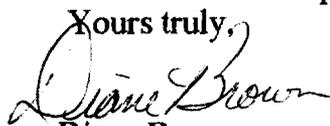
Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National PTA and the Bonham 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. The current system is very inconsistent at best. 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**:

- 1) That under no circumstances should the FCC approve the industry's rating system. I believe a rating system should include content information about programs such as 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 than one rating system.
- 3) That the rating icon on the TV screen be on the screen at all times during a television show or at least more frequently.
- 4) That the rating board be independent of the industry and the FCC and that it include parents.
- 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.

Yours truly,

Diane Brown

April 4, 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, the Utah PTA, the Provo School District, and our children 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 as K 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 as 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 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.
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,

Karen Kasold Senter
265 W. 300 N.
Provo, Utah 84601
801-374-2376

**UTAH COUNTY CHILDREN'S
JUSTICE CENTER**
KAREN KASOLD SENTER
315 S. 100 E.
PROVO, UTAH 84606

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

*397 South 10 West
Farmington, Utah 84025*

Dear Chairman Hundt and Commissioners:

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

I oppose the Jack Valenti, Chair of the TV Rating Implementation Group, v-chip rating system. The rating symbol does not provide sufficient information for parents to make a knowledgeable decision about the program they are about to watch. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. 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 Telecommunication 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 as V-Violence, S-Sexual depiction and nudity and L-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 letting my self and others make recommendations for a better tomorrow for our families.

Sincerely,

Carolee Barlow

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

397 South 10 West
Farmington, Utah 84025

From: Farmington Elementary PTA
50 W. 200 S.
Farmington, UT 84025

Dear Chairman Hundt and Commissioners:

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

We, the Farmington Elementary PTA, oppose Industry Proposed Age-Based Rating Systems specifically the System presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. This system:

- ▶ Does not provide parents with enough information about the content of individual programs.
- ▶ It allows the TV industry (Not the Parents) to judge what material is acceptable for all children of a particular age range. (Some programs are inappropriate for any age we need more information to make a clear judgement for our selves).
- ▶ Intermingles violence, sex and nudity, and language issues in a single judgement and does not indicate why a show was rated a particular way.
- ▶ With holds information that is needed to make a true judgement on, 'appropriate for me', viewing.

We would suggest and support A Descriptive Content-Based Rating System. One that:

- ▶ Would include symbols about the content of individual programs (V- violence, S-sex, N-nudity, and L-language). "Parents have had enough rude surprises at the multiplex to know generalized ratings are no solution to what's coming into the family room. They want to know the nature of the offending materials: Nudity? Sex? Language? Violence? How much? How Graphic?"
- ▶ Allows *parents*, rather than the *TV industry*, to judge what program content is acceptable for their own children.
- ▶ Clearly separates ratings for each area allowing parents to make choices based on specific content information.
- ▶ Gives enough information to individuals that they can make a more confident decision on what they really want to see and hear.

We appreciate the opportunity to comment on this issue. It is a very important issue to the families and children of our Nation.

Thank you,

Carolyn Maxwell

Member of The Farmington Elementary PTA
Farmington, UT 84025

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:

397 South 10 West
Farmington, Utah 84025

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

We are writing on behalf of the National PTA and the Farmington Elementary PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient information for parents to make a knowledgeable decision about the program they are about to watch.

As parents we have the right to decide what is appropriate for our families to watch. The TV industry does not have the right to withhold information so that our decisions are not accurate. TV programs contents (S-sex, V-violence, N-nudity, and L-language) need to be made known by some kind of a system that would educate the individuals about what they are about to watch. As parents we are capable of making our own decisions and choices 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*.

By law the FCC is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We don't believe this system does. We 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, S, N, and L. How much? How graphic?
- ▶ That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- ▶ That the rating icons 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 the 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 of our nation.

Thank You, *Lee Maxwell*

Member of The Farmington Elementary PTA,
Farmington, UT

Long Beach Island Parent-Teacher Association

ETHEL A. JACOBSEN SCHOOL
Barnegat Avenue & S. 2nd Street
Surf City, New Jersey 08008



L.B.I. GRADE SCHOOL
20th Street & Central Avenue
Ship Bottom, New Jersey 08008

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

Handwritten initials: msh

DOCKET FILE COPY ORIGINAL

April 5, 1997

Dear Chairman Hundt and Commissioners:

RE CS Docket No 97-34

We are writing to you on behalf of the National PTA and the Long Beach Island PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti on January 17, 1997. We feel that the rating symbol does not provide sufficient content information so that parents can make personal decisions about what is appropriate TV programming for their children. Our parents prefer a rating system that gives us information about the content of programs so that they may interpret what is best for their children. Any rating system without content descriptions on the screen and publicized in periodical that carry TV scheduling is short sighted and not a useful tool for concerned parents.

We ask the FCC to approve a system that includes content information about programs such as V(violence), S(sexual depiction and nudity), and L(language).

We ask the FCC require a V-chip band broad enough that would allow parents to receive more the one rating system.

We ask that the rating board be independent of the FCC and that it includes parents.

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

Sincerely,

Handwritten signature: Dianne Merchant

Dianne Merchant President
Gail Travers Vice President
Bobby Spark Recording Secretary
Jennifer Tool Corresponding Secretary
Karen Szymanski Treasurer
Long Beach Island PTA
Ship Bottom, N.J. 08008