

FLORIDA CONGRESS OF PARENTS AND TEACHERS

COUNCIL OF ADVISORY COMMITTEES
DADE COUNTY PUBLIC SCHOOLS



Karin Brown, Chairperson
1450 N.E. Second Avenue, Room 726A
Miami, FL 33132

Personal Voice: (305) 235-3044 Personal Fax: (305) 252-8134
E-Mail Address: KarinB277@AOL.com

April 7, 1997

Chairman Reed Hundt and Commissioners
% Federal Communications Commission
1919 M Street N.W., Room 222
Washington D.C. 20554

Dear Chairman Hundt & Commissioners:
RE: CS Docket No. 97-55, FCC 97-34

On behalf of Florida PTA, ~~and~~ Dade County
Council PTA/PTSA, Palmetto Senior High,
Southwood Middle and myself I would like
to express my concerns regarding the
proposed V-Chip rating system as presented
by Mr. Jack Valenti and the TV Rating Implementation
Group in January 1997. This system does
not provide parents with sufficient information
by which to guide their children's television
viewing. Parents/Guardians need more information
on the specific content of TV programs.

I support a system based on content and
request the FCC not to approve the rating
system as proposed by the television industry.
Furthermore, the ratings system approved by the
FCC should clearly designate program content

and "N" (muddy). The rating icon on the screen should be more visible - larger & on longer, perhaps, - having the icon appear more frequently during the course of the program. Parents should be involved in designing the system ratings. The ratings system should be independent of the industry.

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

Sincerely,

Karin Brown,

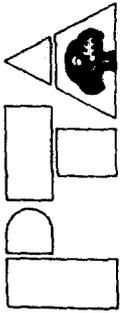
2nd Vice - President Dade County Council
PTA/PTSA

1st Vice - President Palmetto Senior High
PTSA

Executive Board - Southwood Middle School

Chairperson, Palmetto Senior Feeder
Pattern Citizens' Advisory
Committee

Chairperson, Dade County Public
Schools' Council of
Advisory Committees

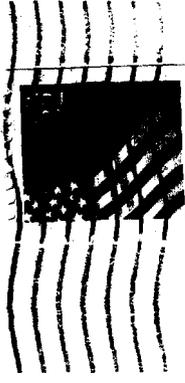
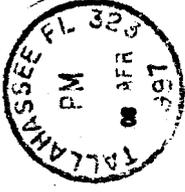


FLORIDA CONGRESS OF PARENTS AND TEACHERS

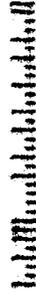
RECEIVED

APR 11 1977

MAIL ROOM



Chairman Ree I Hundt & Commissioners
% Federal Communications Commission
1919 M Street N.W., Room 222
Washington D.C. 20554



March 30, 1997

Re:

The Honorable Reed Hundt, Chairman
Federal Communication Commission

RECEIVED
APR 11 1997Federal Communications Commission
Office of Secretary

Dear Sir:

I am opposed to the age based system engineered by the television industry & want a content-based system and the restoration of the Family Hour to clean-up television.

The media is a direct influence on children and our society. What started out to be a benefit to our culture has now turned into an instrument for culture decline.

When the public started to see this decline in the movies, movie attendance went down & the public turned more to TV for entertainment. Now this same Hollywood pattern of bizarre and unacceptable lifestyle is being pumped into our homes. Family type entertainment is long gone.

The very worn out, "you can always turn off TV if the content of the program is not to your liking," just doesn't cut it anymore - Nobody bought a TV just to use as a lamp table but, it almost has gotten down to that use -

TV can be informative as well as entertaining, and the American family should be entitled to that. No one should have to be subjected to the lifestyle or philosophy of a Hugh Hefner or Larry Flint being pumped into
(p. 2)

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2. - Continued

their home night after night.

I urge you to turn to a Context based system and not allow the present age based system to continue, because apparently what some of the media considers acceptable, millions of American families find totally unacceptable. I also urge the return of the Family Hour.

The ACLU seems to be so careful and fearful of censorship in this country and yet the American family which is the backbone of this nation is living with forced censorship on their rights and what they believe in.

Sincerely,

Sonia Caprio
1960 Bellevue
Westchester, Ill.
60154

March 1997

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

RECEIVED
APR 11 1997
Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners:

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

This letter is to inform the Federal Communications Commission as to our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. This proposal does not provide sufficient content information in which we as parents can make decisions on what is appropriate TV programming for our children. We as parents and viewers do not want the TV industry to interpret what is best for our children and community. Any rating system without content descriptions inserted on the screen and publicized in periodicals which carry TV scheduling in our opinion is of no value.

We do not believe the industry's rating system has met statutory requirements of the Telecommunications Act of 1996 as prescribed by law. Instead, we request the following:

- * The FCC should not approve the industry's rating system since it is not based on content description. One suggestion is for content information about programming to be classified 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 and community members to receive more than one rating system;
- * For the rating icon be placed predominately on the TV screen, made larger, and to appear more frequently during the course of the programming.
- * The rating board should be independent of the TV industry and the FCC and it should include a well mix of parents and community members of all walks of life.

* The rating system which is approved by the FCC should be evaluated by independent research to determine if it meets the needs of parent and community members.

Thank you for reading our concerns which are important issues to us as parents and community members.

Sincerely,
Favorite Hill PTA and/or Piqua, Ohio community members

Gay Clark

Kay Schumaker

Jennie Saunders

Bernice Davis

Bry Thompson

Becky Walker

Sandra Werling

Michael G. Werling

Jackie Hase

Lynda Wellness

Leri Sueh

Janie Black

Sharon K. Kirk

Carol J. Jisc

CS 97-55

901 Krenek Tap. Rd.
College Station, TX 77840

January 30, 1997

Federal Communication Commission
Washington, DC 20554

RECEIVED
APR 11 1997
Federal Communications Commission
Office of Secretary

Dear Federal Communication Commision:

Television has drastically changed since it was invented. Through this change more and more violence and sexually explicit programs are shown on regular television("Facts On File 282"). Television is exposing the next generation to unthinkable profanity. They design the "v-chip" to aid viewers to censoring programs for parents and younger viewers. The National Coalition on Television Violence estimates that probably twenty-five percent of the violence in our society comes from the culture reinforced daily by violent entertainment("Berger 65"). Television programs should be censored by the "v-chip" because violence may be one main cause of crime. Televisions will be equipped with the "v-chip" by February 1998, due to the Telecommunications Act of 1996("Booth 51"). The "v-chip" will be installed in televisions thirteen inches or larger. It will increase the cost of sets five to fifty dollars more("Lambert 15"). A study of six hundred and twenty-five boys divided into two groups, they showed one group violent programs and they showed the other censored programs. The boys that they showed violent shows were not as aggressive as the ones watching censored("Berger 72-73"). Most violent viewing was only on cable channels, now. It is on all channels. One show, called the *Burning Bed*, in which a wife was beaten, violence across the nation. One man was afraid his wife would kill him, so he doused her with gasoline and set her afire. Another man was so affected by the program that he beat his wife to death, and a woman shot her husband after watching *Burning Bed*("Berger 29"). It is true that the cost of the "v-chip" sets are more expensive than regular sets. And the First Amendment calls for freedom of speech. Some people even think that violence does not affect the actions of other people.

On the other hand, the "v-chip" will provide better viewing for everyone. Shows such as "*Sally Jesse Raphael*" and "*ER*" are promoting the acts of gory violence and promiscuous teenagers and adults. It is a fact that most children have seen more than twenty million deaths by age fifteen("Frankel 34"). Some scientists say that people are vulnerable to violence shown on television("Berger 71"). The "v-chip" will give a chance to enhance society. If every one owns a "v-chip," it may improve people's values. The 'v-chip' also allows parents to choose which to watch and which not to watch. The chip allows someone to select the programs they wish to view from a rating system("Booth 51"). If everyone owns a chip, they will probably be less likely to commit crimes. Therefore, if there is, fewer crime taxes will decrease toward the prison system.

Most importantly, the chip will improve values. Selective viewing will help children know the difference between right and wrong. The National Commission on Causes and the Prevention of Violence says that many of the bad morals are originated from parents having to compete with rock and movie stars("Berger 36"). With values improved and our crime rate decreased, our streets will be safer.

The "v-chip" does have some disadvantages, but it is certain that the pros outweigh the cons. The "v-chip" is a necessary to our televisions for quality programming. Thank you for your time.

Sincerely,

Brittani Jaye Killion

Brittani Jaye Killion

Works Cited

- Berger, Gilda. Violence in the Media. New York: Franklin Watts, 1990.
- Booth, Stephen A. "The "V" Chip" Popular Mechanic Jun. 1996: 51.
- "Censored of Explicit TV Shows Block" Facts on File APR. 1996: 282.
- Fankle, Max. "A Tawery TV Pageant." New York Times Magazine 24. Mar. 1996: 34.
- Lambert, Catherine. "V is for (Non) Violent on TV." Kiplinger's Personal Finance, APR. 1996: 15.

CS 97-85

1743 S. GRIMBALL ROAD
JAMES ISLAND STATION
CHARLESTON, S.C. 29412
APRIL 6, 1997

WILLIAM F. CATON
ACTING SECRETARY
FEDERAL COMMUNICATIONS COMMISSION
Room 222
1919 M STREET, N.W.
WASHINGTON, DC. 20554

APR 11 1997
FEDERAL COMMUNICATIONS COMMISSION

DEAR MR. CATON:

I URGE THE FEDERAL COMMUNICATIONS COMMISSION TO RULE THE TV GUIDELINES UNACCEPTABLE. THE PROPOSAL BY THE NATIONAL ASSOCIATION OF BROADCASTERS, THE NATIONAL CABLE TELEVISION ASSOCIATION AND THE MOTION PICTURE ASSOCIATION OF AMERICA DOES NOT PROTECT THE PARENTAL CHOICE AND EMPOWERMENT GUARANTEES PROVIDED BY THE TELECOMMUNICATIONS ACT OF 1996.

MY CONCERN REGARDS:

① CHILD/PARENT ADVOCATES ARE NOT REPRESENTED ON THE OVERSIGHT MONITORING BOARD TO REVIEW THE GUIDELINES ON A REGULAR BASIS.

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APR 1 1997

② INSUFFICIENT RATING ~~INFORMATION~~ INFORMATION IS FOUND WANTING TO HELP PARENTS KNOW THE CONTENT OF PROGRAMS REGARDING VIOLENCE OF ALL KINDS (LANGUAGE, SEXUAL, DOMESTIC, AND THE LIKE). PARENTS HAVE A RIGHT TO KNOW SO THEY CAN GUIDE AND DIRECT THEIR CHILDREN.

③ ADVERTISING WHICH CAN BE VERY HARMFUL SHOULD NOT BE AIRED DURING PROGRAMS FOR CHILDREN. IF PERMITTED, CHILDREN WILL BE EXPOSED CONTINUALLY AND WILL DEFEAT THE PURPOSE TO PROMOTE ACCEPTABLE GUIDELINES IN PROGRAMMING.

ALTHOUGH I AM A PARENT, A GRANDPARENT AND A GREAT GRANDPARENT MY CONCERNS ARE FOR ALL CHILDREN TO ENJOY, LEARN, KNOW AND UNDERSTAND HEALTHY EXPERIENCES AND KNOWLEDGE - IN ALL MEDIA - FOR THE GROWTH AND DEVELOPMENT OF CHILDREN AND THEIR FAMILIES.

MY PRAYER IS THAT THE FCC

3.

APR 1 1997

WILL TAKE THESE STATED CONCERNS
UNDER ADVISEMENT AND PLAN
WISELY FOR THE SAKE OF OUR
CHILDREN - YOURS AND MINE
AND ALL OTHERS.

HUMBLY AND
SINCERELY,

Eleanor Golar-Williams

ELEANOR GOLAR-WILLIAMS
PROFESSOR EMERITA
THE UNIV. OF SO. CAROLINA

CS 97-55

258 Ashby Road
Upper Darby, Pennsylvania 19082
February 18, 1997

Federal Communication Commission
1919 M Street
N.W., Washington DC 20554

FILED
APR 11 1997
Federal Communications Commission
Office of Secretary

Dear FCC:

As a full time college student and an older brother of a thirteen year-old sister, I am troubled by the substantial violence and obscene content on television. Not surprisingly, teenage violence and pregnancy are gradually continuing to rise partly due to explicitly graphic violence and vulgarities on the tube. On Jan 1, 1997, you reached to a solution which places ratings at the beginning of television programs to warn parents whether a program is appropriate for their young children to watch. Talk, comedy, and cartoon shows are some of the programs being rated as TVY, TVY7, TVG, TVPG, TV14, and TVM. Television rating is a good start for parents to prevent young children from watching such violent programs. However, your method of displaying ratings turns out to be unclear, and the rating system is vague. Further, rating programs remains as an incompetent solution to the major problems of today's youth.

Currently, the television rating system is in effect as you know, though the procedure of presenting ratings is unacceptable. Moreover, the rating system is rather obscure. Important rating messages such as TV14 and TVM are logos that appear at the top left corner of the screen once a program begins. Those significant logos are too small to be intently seen by an audience such as parents. My parents often watch television but didn't even notice the TV rating. As they told me they certainly didn't see any warning logos nor messages. They were dumbfounded once I showed them where the rating signs were located. In addition, ratings such as TVPG are poorly defined. The Media Research Center's Parents Television Council have found three-letter, four-letter and five-letter obscenities appearing in 52% of PG shows. Plus, sexual references were popped up in 55% of PG shows.

My point is there must be a better way to present these rating messages, for instance, creating a more detailed system that gives parents the ease to distinguish whether a movie or a show is appropriate for their young children. A cautionary message should be displayed with not only a larger logo but also with any harmful contents; it should be very similar to HBO and Cinemax's movie rating. You probably already know how HBO and Cinemax appropriately present their movie rating. Before a movie starts, they display any bad content such as violence and obscenity that will be shown in the movie. I couldn't believe that such a detailed system tested in parts of Canada was dropped because it was "too complicated" once the industry got into the process. Another better way to present rating messages is to have a person vocally announce the messages. Some television networks such as FOX, CBS, ABC, NBC do have vocal messages, but I am troubled that such an important responsibility is voluntary.

Nevertheless, the rating may be effective only when parents are there watching the children. However, that's not always the case. Positively, today there are many hard working parents due to the economic demands. There is a high chance of probability that some young children are left alone with their own world of television mainly because parents are at work. Once they're in their world, who knows what they might end up watching. I have a friend who has a younger brother whose parents are at work almost the entire day and has no other choice but to leave her brother home alone. As I am told, her fifteen year-old younger brother Joey is a stubborn and vicious kid who regularly watches cable television. Undoubtedly, his poor personality is partly being influenced by television. She has tried to stop him from seeing explicit violence on television, but it was rather useless. There is nothing that can stop him. The reason I mention Joey is

because there are certainly many kids in the situation like Joey's. You and I, and especially many other parents certainly don't want to injure young kids. Certainly, you're not responsible for situations where parents can't control their kids; however, you have to reach an understanding that there are parents who do not actually have any other options. Those parents do need help, especially your help, and they depend on you.

You may argue that blocking inappropriate television programs from young children is the parents' responsibility after all. It is true that parents are the ones to be responsible, but nonetheless some parents are not being persuaded to be serious about their children's welfare. What you may bring about is public service announcements about how television violence and obscenity are actually harmful to young children. I watch television very often, but I have not yet seen a commercial nor public announcement discussing the television violence and obscenity issue. Also, you may promote active organizations nationwide to encourage parents by showing them ways to barricade harmful television contents from children. These organizations should be promoted feasibly in all the states' neighborhoods, public and private schools.

As proud and loyal as I am an American, I am concerned about the well-being of American children of today as well as American children of tomorrow. I as well as my older sister and brother are responsible for looking out for our thirteen year-old younger sister. Carefully, before a program starts, we make sure whether the program is suitable or unsuitable for her. However, such a responsibility is sometimes hard to manage due to your rating system's vagueness. The ratings are too poorly defined and approach to the point of useless. Even though the so-called "V-chip" which can block any programs will arrive next year, you should continue to derive a better rating system. I implore you to seek action. I would really appreciate your response on my concern.

Thank you for your attention and time.

Sincerely,


Hai Thai

APRIL 3, 1997

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

APR 11 1997

Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commisioners:

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

I am writing on behalf of the National PTA and the local PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the 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 beleive this system does so and ask the 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 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,
Patricia Sandoval
Roy, Utah

Patricia Sandoval

March 25, 1997

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

APR 11 1997

Dear Chairman Hundt and Commissioners:

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

I am writing on behalf of the National PTA and Robinson Elementary School in Gastonia, North Carolina, 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 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,

A handwritten signature in cursive script that reads "Cynthia L. Starr". The signature is written in dark ink and is positioned above the typed name.

Cynthia L. Starr
Gastonia, North Carolina

CLS/



Dingman-Delaware Middle School PTA, Inc.

Dingman-Delaware Middle School * RR 1, Box 94G, Route 739 * Dingmans Ferry, Pennsylvania 18328-9730 * 717-686-4004
FAX-717-296-2467

SHARI SHINN
PRESIDENT
KIM DANIELS
1ST VICE PRESIDENT
JOY VIERRA
TREASURER

MICHELE HUTCHISON
2ND VICE PRESIDENT
KAREN BATALIN
RECORDING SECRETARY
LINDA HENDRICKS
CORRESPONDING SECRETARY

APR 11 1997

April 4, 1997

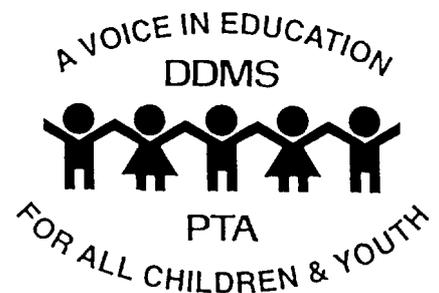
Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street NW, Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

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

We are writing on behalf of the National PTA and the Dingman-Delaware Middle 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. New 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 systems 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:



Page Two
April 4, 1997

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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 parents.

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

Sincerely,



Linda L. Hendricks
Corresponding Secretary for
the DDMS PTA, INC.

LLH:me

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

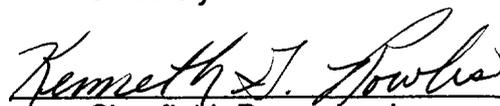
We are writing on behalf of the National PTA and the Third Ward PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content so that parents 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:

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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 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,


Clearfield, Pennsylvania

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

We are writing on behalf of the National PTA and the Third Ward 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 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 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,


Clearfield, Pennsylvania

**Denise Steffen
P.O. Box 66
Anacortes, WA 98221**

April 4, 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 Island View 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. 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 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,

A handwritten signature in black ink, appearing to read "Denise Steffen", with a long horizontal flourish extending to the right.

**Denise Steffen
Anacortes, WA 98221**