March 9, 1997

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

APR 8 1997
Federal Communications Commission
Office of Secretary

Dear Chairman Hundt & Commissioners:

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

I am writing on behalf of the National PTA and the Vermont PTA to voice my opposition to the V-Chip rating system as currently being presented by Jack Valenti, Chair of the TV Rating Implementation Group on January 17, 1997.

It is imperative that parents be the ones to have the information necessary for them to decide what their children watch. They must have content information that is on the screen & publicized in periodicals that carry TV scheduling.

Please, under no circumstances allow the FCC to approve the industry's rating system. We need a rating system that includes content information, such as V for violence, S for

sexual depiction and nudity & L for language.

I also feel that the rating board be independent of the industry & the FCC include parents — (remember, one doesn't leave a fox to guard the hen house!!!)

Thank you for allowing me to comment on an issue that is vitally important to <u>all</u> children and families.

PLEASE DO THE RIGHT THING!

Sincerely,

Judy Kundmueller
1st VP and Leg Chair
VT PTA
No. Bennington, VT. 05257

Mar 9, 19

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M. St NW Room 222
Washington DC 20554
RE: CS DOCKET NO. 97-55, FCC 97-34

APR 8 1997
Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners,

While the recent new rating system is a step in the right direction, I believe we must go further in order to provide parents the necessary information to parent and protect our children and youth.

Currently my husband and I have the opportunity to view movies prior to deciding whether our sons, ages 12 and 13, should see the movie. The ratings help provide guidance but frequently fall short of our own parental standard. For example: The Birdcage rated R was not ~~at all~~ nearly as offensive as The Nutty Professor rated PG-13.

TV, however doesn't provide the opportunity for preview and review, prior to making parental decisions on viewing. TV is more accessible, more immediate and ~~seemingly~~ it seems to be ~~not~~ more daring than even three years ago. Prime time shows and popular sessions push the limits of what I find acceptable for my children to view. Violence, offensive

language and sexual innuendos or content make a difference when ~~I~~ my family chooses to watch a show.

I applaud the arrival of the V-chip. But we must ensure that it will be an effective tool. We need a rating system that warns parents based on content -- not just generic age recommendations.

TV is different than movies or videos. Please help parents do our job. We aren't asking for censorship, we are asking for information.

Penny Shanks
5601 Wembley Ct.
Clarkston, MI 48346

March 9, 1997

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

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

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

I am writing on behalf of the National PTA and the Kentucky PTA to voice our opposition to the V-Chip rating system 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 informa so that parents can make the decision about wha is appropriate TV programming for a rating syste that gives parents information about the content of programs were conducted by the National P. U.S. News and World Report and Media Studies Center/Roper. Parents do not want the TV industr to interpret what is best for their children. Parent 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 199. 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 program such as a V (for violence), S (for sexual depiction), and L (for language).
- That any rating system be approved by the FCC be evaluated by independent research to determine if it meets the need of parents.

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

Sincerely,
Karen C Jones
PO Box 654
Frankfort Ky 40622

March 9, 1997

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

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

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 Pacific Congress to voice our opposition to the v-chip rating system as presented by Jack Valenti, chair of the TV Rating Implementation Group, on 9 March 1997 at the National PTA Legislative Conference. 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.

Sufficient content information on TV programming could be just as similar to nutrition information currently found on food products. America needs to wake up and see the connection between our violent, oversexed society and the crime wave that is taking over our country. This is a true National Security issue

general population should be concerned about. From an international perspective, America has become too violent a society.

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

Sincerely,

Theresa R. Wright, Legislative Chairperson
Pacific Congress of American Parents, Teachers and Students (PCAPTS)

Okinawa, Japan

PSC 557 Box 1123
FPO AP 96379-1123

March 9, 1997

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

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APR 8 1997
Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners:

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

I am writing on behalf of the National and the Kansas 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 parents can make informed decisions about appropriate TV programming for children. Major surveys released this fall indicate parents do not want the TV industry to make that interpretation for them. Any rating system which does not include descriptions on the screen and published in periodicals that carry TV schedules is useless.

The FCC now is required to determine whether or not the entertainment industry

meets statutory requirements of the Telecommunications Act of 1996. We would request the following:

1) That the FCC does not approve the industry rating system and should accept no system which does not include content information.
2) That FCC require a V-chip broad enough that would allow parents to receive more than one rating system
3) That the rating icon be larger and displayed prominently.
4) That the rating board be independent of the industry and FCC and include parents
5) That any approved rating system be evaluated by independent research
6) That the rating system meet the needs of parents.

Thank you for this opportunity to address this issue which is important to children and families.

Sincerely,

Laura J. Robson
1st Vice President

March 9, 1997

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

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

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

I am writing on behalf of the National PTA and the Sabetha PTSA to voice my opposition to the V-Chip Rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on June 17-1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decision what is appropriate TV programming for their children. Major survey released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of program were conducted by the National PTA, U.S. News & 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 descriptors on the screen and published in periodicals that carry TV schedules 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 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 rating system. Further the FCC should accept no rating system that does not ~~include~~ 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; and.

5. That any rating system approved by the FCC be evaluated by independent to determine if it meets the needs of parents

Thank you for this opportunity to express comment on this issue that is so important to families & children

Sincerely

Melvin Taylor
Sabetha Kansas

Rt. #6 Box 36
Martinsburg, WV 254
March 9, 1997

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

APR 8 1997
Federal Communications Commission
Office of Secretary

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

I am writing on behalf of the National PTA and WV 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. Parents do not want the TV industry to interpret what is best for the children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

I do not believe the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I ask that the FCC not approve the industry rating system. Therefore, I request:

- that the FCC accept no rating system that does not include content information about programs such as violence, sexual deviation and

nudity, and L for language;

- that the V chip be broad enough to receive more than one rating system;
- that the rating icon on the TV screen be larger and appear more frequently during the program; and
- that the rating board be independent of the industry and the FCC, and parents be included on it.

Thank you for considering my comments.

Sincerely yours,

Y. Madeline Diner
Legislative Coordinator
WV PTA

March 9, 1997

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

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

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 Aurora Heights local PTA to let you know I oppose the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group. National PTA has conducted surveys which show overwhelming support for a rating system which gives information about content in programs.

I am asking the FCC not to approve the industry rating system. Please ensure PTA that you will consider the following:

1. Accept no rating system which does not include content information.
2. A broad system to include more than one rating system.
3. Please consider making the rating icon larger
4. The rating board should include parents.
5. Please evaluate the rating system by independent

Thankyou for careful consideration of this issue.

Sincerely,

Diane Babcock

Newton, Iowa

March 9, 1997

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

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

Dear Chairman Hundt and Commission:

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

I am writing on behalf of the National PTA and the Virginia 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 TV rating system that gives parents information about the content of programs were conducted by the National PTA, US News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system

without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. 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 rating system. Further, the FCC should accept no TV 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 can 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 the opportunity to comment on an issue so important to children and families.

Sincerely,
Elizabeth Kenworthy
Manassas, Virginia

March 9, 1997

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

APR 8 1997
Federal Communications Commission
Office of Secretary

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 North Carolina 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.

There is insufficient information to judge the content material of the program in the symbols. Polls have shown that parents and other adults do not want someone else deciding what is age appropriate for their families. Children interviewed on television said they felt the icons were inadequate to judge content.

We have an opportunity to really help parents do their jobs in a very real way by adding (V-violence) (S-sex) and (L for language) to the description. It works on paid TV channels.

We are asking for:

- More descriptive information for rating (V, L, S);
- a V-chip that allows parents to receive more than one rating system;
- a larger icon appearing more frequently;
- ratings be independent of the industry and include parents;
- rating system to be evaluated by independent research to determine if it meets parents needs.

Don't let money determine the environment on television which will ~~ultimately~~ ultimately determine human relationships in this country

Thank you for the opportunity to express myself!

Sincerely,

VP for Org

Judith F. Mountjoy
VP for Organizational Services, National PTA
1140 Englewood Drive
Winston-Salem, NC 27106-5739

March 8, 1997

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

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

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

Dear Mr. Hundt:

I am writing to you on behalf of the 40,000 PTA members in Arizona as the Arizona PTA President. We wish to express our opposition to the V-Chip rating system as presented by Mr. Jack Valenti on Jan. 17, 1997. The rating symbol on the TV screen is not sufficient to give parents the information needed to make judgements on the TV programs their children are watching. Parents do not trust the TV industry to decide what is appropriate viewing material for their children. That has been proven ineffective for many years. We want to make our own choice. We need content based ratings to make those choices.

Please listen to what parents have to say. Our children are victims of the violence & sexual situations they are exposed to & are not able to be with their children every second of every day to monitor their TV viewing. The rest of society then becomes victims as well when these children engage in violent behavior against all of us.

Thank you for the opportunity to comment on this issue. We urge you not to approve the industry rating system.

Sincerely,

Jeanette K. Weis

President, Arizona PTA

2721 N. 7th Ave.

Phoenix, Az. 85007

602-279-1811

March 22, 1997

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

APR 8 1997

RE: CS Docket #97-55, FCC97-34

Gentlemen,

I'm rather open minded and rarely do things on or about television bother me. However the rating system now in use on TV is, to me, inefficient. I've found it understandable only to a point. I feel it is imperative that the ratings include notation as to nudity, language and/or violence. I also think that ratings should be conducted by people completely outside of and independent of the television industry, a few parents on the board, strictly AS PARENTS, would be nice too.

Please accept this letter as my most sincere plea that the FCC not approve the industry's rating system.

Sincerely

Cyndi Barbian
2937 So. 102d.
West Allis, Wis. 53227
(414) 543-9695

March 22, 1997

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

APR 8 1997
Federal Communications Commission
Office of Secretary

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

Dear Chairman Hundt and Commissioners:
I am writing on behalf of the National PTA and myself as an advocate for children. I would like 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.
I do not feel that the rating system 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 need to know why a show has received the rating that it has. Parents want to make those choices themselves based on content information. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.