

APR 11 1997  
April 2, 1997

Re: Docket No. 97-55, FCC 97-54

Dear Mr. Hundt,

Federal Communications Commission  
Office of Secretary

Just a short note to inform you that I, a mother of 3 and PTA member, oppose the industry rating system of television programs.

I favor a system that includes program content descriptors.

Families need to have information about the content of the program so that we can make an intelligent decision about what shows our children can watch, rather than letting the television industry decide what is appropriate for different age ranges. Also, the industry rating system doesn't tell us why a show is rated a particular way.

Thank you for listening - sorry about the handwriting!

Juan Chandler

CAROL S. CANFIELD  
489 DEER HAVEN LANE  
BOW, WA 98232-9541

April 6, 1997

C.A. Docket No. 97-55  
Comment on Industry Propo-  
sal for Rating Video Programming

F.C.C.  
Washington, D.C.

Dear Sir,  
I wish to record my opposition to the meaningless system that the television industry is trying to pass off as a help for parents when it really is not.

Further, the "V-Chip" and rating system must not become a new excuse for the FCC to not enforce the broadcast indecency laws against television stations.

Very truly yours,  
Carol S. Canfield

4/11/97

CS97-55

Dear Sir:

As the Federal Communications Commission is responsible to protect and/or provide our citizens w/ proper communication, we plead w/you on behalf of our 11 grandchildren that you do not let the industry put their ratings on their products. Please provide any avenue which will give the parents guidelines to judge for themselves, stating details of any violence, sex or foul language a T.V. or film or lyrics will display! Thank you for caring about the future generation as well as parents.

Sincerely, Ray & Marilyn Wenzel  
Fort Atkinson WI

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0

CS 97-55

April 2, 1997

Dear Mr. Hundt & The FCC Commission:

I'm writing to you regarding the program descriptors about film content that is currently being used. I think the following are too confusing:

TV-Y  
TV-Y7  
TV-G  
TV-PG  
TV-14  
TV-M

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APR 11 1997

Federal Communications Commission  
Office of Secretary

are very confusing!

I would rather see more descriptive terms about content (i.e., S - Sexual Content; V - ~~Vibes~~ Violence), L - Adult Language.

Thank You —

Lillie Eubanks  
Secretary  
Vilonia Primary PTA

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List ABCDE

CS 97-55

April 3, 1997

Mr. Reed Hunt  
Federal Communications Commission  
1919 M. St., NW  
Room 222  
Washington, D.C. 20554

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APR 11 1997

Federal Communications Commission  
Office of Secretary

Dear Mr. Hunt:

I am writing in response to the new television rating system being considered for adoption by the FCC. The television and movie industry has made it clear they will continue to produce and distribute media that is often offensive, even to the majority adults, inappropriate for children and certainly detrimental to our society as a whole. Since the FCC has agreed that ratings are necessary because of this type of media, then the rating system should reflect actual content of the materials to accurately present to parents what will be observed in television and the movies. Specific indicators for violence, profanity and nudity should be addressed. "Age appropriate descriptors" is too ambiguous and offers little specificity regarding actual content.

The FCC's task here should not be taken lightly. I urge you and others involved in this effort to truly assist parents and our youth in their screening decisions regarding movies and television.

Sincerely,

*Jennifer W. Lewis*  
Jennifer W. Lewis  
1140 Cedar Bluff Trail  
Lilburn, GA 30247

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List ABCDE



GABLE SERVICES BUREAU

21 INTERSTATE COURT • GREENVILLE, SC 29615 • (803) 288-2100 • FAX (803) 297-0728

APR 14 9 37 AM '97

R. KENT REPLOGLE  
VICE PRESIDENT/GENERAL MANAGER

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APR 14 1997  
FCC MAIL ROOM

April 4, 1997

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

RE: CS Docket No. 97-55

Dear Commissioners:

As you are currently in the process of evaluating the television industry's voluntary rating system - the TV Parental Guidelines - and you are encouraging comments, here is the experience of WHNS FOX 21.

In a period of less than three months we have promoted the fact that the rating system exists and we have rated every program that is on our air. Having accomplished those two important goals the public's response has been non-existent. We have yet to have the first phone call, letter or the first e-mail from any member of our audience regarding this system.

Based on our station's experience it's pretty clear that in our local market, we, and other media, have done the job of educating our viewers about the system, they understand it and they approve. There is no ground swell of criticism of the system in the local market. There may be some interest groups with their own agendas who are making noise in Washington, but it's not happening where the real world exists.

From the perspective of an operator, I think the industry has done a great job in putting this system together and advising the public of its existence. They understand it, it's apparently meeting their needs or they would be complaining, and it's time to put this issue behind us.

We in the television industry have completed the requirements of the Telecommunications Act of 1996 by providing a useful and easy to use rating system. I believe the Commission should recognize that the television industry has done an excellent job and the Commission should approve the TV-Parental Guidelines.

Sincerely,

R. Kent Replogle

RKR:d

97-55

# De Witt Clinton School

Parent-Teacher Association

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APR 11 1997

6110 N. Fairfield Ave.  
Chicago, Illinois 60659  
(312) 534-2025

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

Federal Communications Commission  
Office of Secretary

April 6, 1997

Dear Mr. Hundt and the FCC Commission:

I am writing on behalf of the Clinton School PTA regarding a television rating system. De Witt Clinton School is a Chicago Public School with over 1400 students in attendance whose parents represent at least 40 different nations of origin. We are a group of parents and teachers who are concerned about what children all over the country are regularly exposed to on television. We see the effects of over exposure to violence and lack of respect for human life each day at our school. Often it is said that the responsibility of raising children must be directed back to the parents. However, when the Television industry is given approval to use an age-based rating system which does not indicate to parents the content of the television shows, parents are at a loss for determining what is appropriate for their children.

The Clinton PTA supports the National PTA's position that a more informative rating system is necessary which gives not only the content, but also the frequency of occurrence of what might be deemed inappropriate material for children. Parents are not comfortable with the recommendation of a group headed by the president of the Motion Picture Industry of America. We strongly encourage you to reject that system and adopt one which is more meaningful and allows parents to judge more thoughtfully their children's television viewing.

Sincerely,



Jeanne Robinson  
Clinton PTA President

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List ABCDE \_\_\_\_\_

March 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  
WASHINGTON, D.C. 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 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,



# SAMPLE LETTER TO THE FCC

Your letter must be received by April 8, 1997

March 1997

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

APR 11 1997

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 State Elementary (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,

Archie Torres  
Parent Signature(s)  
Albuquerque, NM

Brian Jones

Archie Chavez

CS97-55

6866 Chandler Ave  
Perris CA 92507  
March 14, 1997

Mr. Reed Hundt, Chairman  
Federal Communications Commission  
1919 M Street, NW  
Washington, DC 20036

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APR 1 1 1997

Federal Communications Commission  
Office of Secretary

Dear Mr. Hundt,

Because my children are grown  
I have little knowledge of the type  
of programs youngsters watch nowadays.

Therefore, when my grandchild  
is here, I cannot always make an  
informed decision as to what programs  
are appropriate for her to watch.

The age based ratings do not  
help with ~~content~~ which I  
believe is most important in this  
decision.

Hopefully, the FCC will seriously  
consider content-based ratings

Yours truly  
Sandra Bacon

Dear FCC,

CS97-55<sup>3-9-97</sup>

I think that television industry should not be allowed to grade programs according to their own guidelines. This is letting the fox into the henhouse.

While I support free speech, I do not want my children exposed to the increasingly vulgar programming we are subjected to.

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APR 11 1997

Federal Communications Commission  
Office of Secretary

Sincerely

Richard Simpson

750 WATSON ST N Apt G

ENUNCLAW WA

98022

APR 11 1997

March 26, 1997

Dear Commissioners of the Federal Communications Commission,

Threats from Congress finally persuaded the television industry to "rate" its programs shown during "prime time" weekday evenings. The PRODUCER of each TV program will rate it by age "appropriateness" similar to movie ratings.

The TV industry did not choose the Canadian TV "content" rating system. From 1 to 10, Canadian programs are rated for violence, sex and language. These "content" ratings are what family organizations want to better judge what their children get to watch.

Until "content" ratings are available, the GUEST RULE can be used. Would a muscular machismo man be welcome in your home to beat, bludgeon, stab or shoot others? If not, turn those TV portrayals off. Would you invite a curvaceous beauty queen into your living room to tell the "benefits" of prostitution. If not, shut the TV off. Would you allow foul-mouth youths into your den to glorify lethal gangs? If not, unplug the TV. Would you bring live animals into your child's room to slash, gash, mash, bash and trash each other? If not, take that TV out.

Several issues need to be considered by parents:

1. "Prime time" for children is after school and Saturdays. Surveys of after school programs discover television soap operas and "talk shows" with more sexual explicitness, weirdos, deviants, vulgarity, etc. than the evenings. Surveys of "children's" Saturday programs find more violence, weapons, and assaults than evenings.
2. While criticizing "content" ratings; producers tell script writers and directors how much and what kind of violence, sex, and vulgarity to put in programs. Why do they want to keep their own "content" instructions secret?
3. Letting producers rate their own programs is like letting a courtroom defendant serve as his own jury! Television is trusted by the public about as much as politicians.
4. Like the movie industry, TV wants unrestricted access to profits and no limits to its social agenda. Michael Medved has stated that family films make twice the profits of non-family films. Even so, Hollywood cranks out at least four times as many non-family films promoting sexual promiscuity, adultery, deviancy, illegal drugs, gangs, gory violence, revolting language, etc.
5. Also like the movies, the "age" ratings increase attendance and decrease accountability. Youths are attracted to "older" ratings. And the industry can deny responsibility for resulting viewer misbehavior by claiming, "Our ratings warned you. You could have turned it off." Formerly, obscenity was prohibited 24 hours a day and indecency evenings. Now all limits will disappear and "contents" will be even more debauching.

Please cleanup at least the public broadcast frequencies by:

1. Continuing the 24 hours every day ban on obscenity.
2. Extend the ban on indecency from 3:00 PM to midnight (children's viewing times).
3. Mandate the "content" ratings for violence, sex and language as determined by parents; NOT the networks, studios, producers, etc.

John Terneus, R. R. 2, Box 76A, Yukon, OK 73099 405-373-2011

*John Terneus*

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Federal Communications Commission  
Office of Secretary

CS97-55

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APR 11 1997

FCC MAIL ROOM

c/o Frost Middle School  
4101 Pickett Road  
Fairfax, VA 22031

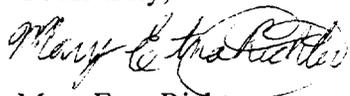
Federal Communications Commission  
1919 M Street NW  
Washington, D.C. 20036

THIS DATE  
CANCELLED  
APR 11 1997  
F.C.C. 1997  
OFFICE OF THE SECRETARY  
Federal Communications Commission  
Office of Secretary

Dear Sir or Madam:

I am writing to express my opinion on TV ratings, and why they should not be used. First of all, I think parents should decide on whether or not a program is appropriate for their children. Second, even if children do not see violence, sexuality, or hear profanity on TV, they are almost definitely going to see it somewhere else, such as on a computer game, or hear profanity on the streets, at a friends house, or even at school. Kids can not be hid from society. Even with TV ratings, usually a kid can find a way to watch these programs, so the ratings are not of much use.

Yours truly,



Mary Etna Richter

3-23-97 CS97-55

CABLE SERVICES BUREAU

APR 3 10 21 AM '97

APR 1 1 1997

Federal Communications Commission  
Office of Secretary

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Dear Mr. Hundt,

I am writing you to say that I am not in favor of TV ratings by age. I would like to see a content-based system and the restoration of the Family Hour to help clean up TV. If you follow your heart, I'm sure you will do the right thing. God bless you!

Mary Murphy

3521 Columbine St.

Midland, Mi. 48642-7722

CS 97-55

Vidor TX

Mar 25, 1997

APR 11 1997

Federal Communications Commission  
Office of Consumer Affairs

Mr. Karl Hundt  
Dear Sir:

I have looked at age-based system  
for rating T.V. programs. I feel very strong  
that a content-based system would  
be much better for the family, I feel  
that the Family Hour should be restored  
to clean up T.V. programs.

Thanks for your time

Wilford P. Rector

376 Simmons

Vidor, TX 77662

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10 21 AM '97

CABLE SERVICES BUREAU

CS 97-55



**ANNE ARUNDEL COUNTY  
COUNCIL OF PTA's**

2307 Westport Lane  
Crofton, MD 21114  
(301) 261-0626

APR 11 1997  
Federal Communications Commission  
Office of Secretary

- 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.

*Erther G Parker*  
Sincerely,

Anne Arundel County Council of PTA, Executive board

*Cynthia R. Soard - President Glendale Elem. PTA*  
*James H. Leggett - Legislative Chairman*  
*Brenda K. Evans, 1st Vice President*  
*Carol Stott - Vice President for Committees, AACCPA*  
*Virginia Barrett, Adeyde H. Smallwood PTA*  
*Brita Hunt, Delegate, Glendale PTA*  
*Alan Lang AACCPA Treasurer*  
*Rita Lowman Area A Rep.*

CS 97-55

CABLE SERVICES BUREAU

229 Rolling Knoll Drive  
Bel Air, Maryland 21014

APR 3 10 22 AM '97

March 21, 1997

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APR 11 1997

Federal Communications Commission  
Office of Secretary

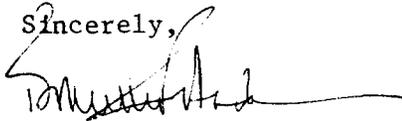
Mr. Reed Hundt and the FCC Commission  
Office of the Secretary  
1919 M Street NW, Room 222  
Washington, DC 20554

Mr. Hundt:

I would like to make you aware of my concern about the Television industry proposed age-based rating system. In my opinion, this system does not provide parents with specific information concerning program content. The proposed system allows the T.V. industry to judge what material is appropriate for children and does not indicate why a show was rated a particular way. On the other hand, the descriptive content-based rating systems endorsed by the National PTA include symbols about the content of programs, allows parents rather than the T.V. industry to judge what's appropriate for their children and to make those choices based on specific content information.

I urge you and the FCC Commission to consider and vote in favor of a descriptive content-based rating system.

Sincerely,



Beth Muller-Hinder

CS 97-55

APR 11 1997

Federal Communications Commission  
Office of Secretary

Dear Chairman Hundt and Commissioners:

We are writing on behalf of the National PTA and the local 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 appropriated TV programming for their children. Parents want to make those choices themselves based on content information about the program. We are requesting that under no circumstances should the FCC approve the industry's rating system. The FCC should not accept a 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). We also feel that the rating icon should appear more frequently during the course of a program and that the rating board be independent of the industry and include parents.

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

Sincerely,

*Laura Sanders*  
*Carrel Sanders*

Laura and Carrel Sanders  
Springfield, Missouri

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ADULT SERVICES BUREAU

The rating system  
must be accurate  
it must be on the  
ground the entire  
program.

It is useless now  
you must see to  
it that family  
rights are not  
taken away by the  
right of free speech  
as embly of God  
members April 11

CS 97-55

FILED

APR 11 1997

Federal Communications Commission  
Office of Secretary

CS-97-55

March 18, 1997

5 Lakeview Lane  
Hampton, NJ 08827

Chairman Reid Hundt and FCC Commissioners  
1919 M Street NW, Room 222  
Washington, DC 20554

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APR 11 1997  
Federal Communications Commission  
Office of Secretary

Dear Chairman Hundt and Commissioners:

I hope that before you approve a rating system for television that you will take a second look at the needs of parents. Mr. Valenti's system may work for the entertainment producers and advertisers but it does not help me as a parent.

We are working really hard to educate our children and keep positive messages going into their computer banks! I could judge a show's appropriateness if I knew whether it had sexual innuendo, violence, or crude language. The age rating does not provide me with any information.

Also, could you look at the promotional advertising used during programs when children are watching? Once in Atlanta, while watching "Young Indiana Jones" with my kids, the local news broadcast ran an ad for their 11:00p.m. newscast showing homosexual men dancing at a gay bar with the line "Action at a gay bar-news at 11:00!". Tonight, while the kids and I were watching "Home Improvement", a commercial came on for a movie about a pedophile. Promotional advertising for feminine hygiene products and sexy movie of the week running in the middle of a family show are really disturbing. Recently, NBC showed "Schindler's List" without commercials and I really appreciated watching a film with serious content totally uninterrupted.

I know in this political, please the big business environment, that it is tough to get policies approved which do not cater to special interests. I hope that you will choose a panel who are non-partisan, non-political, and child development centered to develop a workable rating system. Thank you for your interest.

Sincerely,

  
Julie Coulter

Be-heros - for  
America! Demand  
the-TV industry  
give-us-community  
value TV  
Vol Volentarity  
or  
Legislate it.  
Find a way  
for TV to  
teach family values  
Lutheran members of Wapak  
oh

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Federal Communications Commission  
Office of Secretary

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APR 11 1997

Federal Communications Commission  
Office of Secretary

What trick you  
 have been you  
 have failed to  
 demand that  
 the TV industry  
voluntarily to  
produce good  
TV that helps  
us and protects  
us. You know what  
is good TV. Its family  
values TV is irresponsible  
and regulates

William H. ...

CS 97-55

you have not worked  
hard enough - need  
all resources: you  
have left TV get out  
of hand. It makes  
up to society demand  
the TV industry to  
voluntarily make  
all TV socially  
correct & family  
friendly. Society's  
welfare is at stake  
& in your hands  
St Rose Catholic  
Church Members  
Linn  
oh

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Federal Communications Commission  
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CS 97-55

APR 1 11 1997

Federal Communications Commission  
Office of Secretary

① Let's have a rating system that gives us the context of the program. That way I can make a decision if I want to view it - not a system that indicates who can watch a program (they're making the decision for me!).

② apply strict enforcement of the indicia laws. Thank you

Thomas J. Brandt

CS97-55

The Honorable Reed Hundt, Chairman  
Federal Communication Commission  
1919 M Street, NW  
Washington, DC 20554

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APR 11 1997

Federal Communications Commission  
Office of Secretary

Dear FCC,

I have been completely amazed and disgusted at the programs allowed to air on prime time TV. I have a teenager at home and eight grandchildren that are affected by these low rated, low moral value TV programs. How can we expect our children to grow-up with any kind of value of morals when we as adults allow this kind of trash to penetrate into our homes. We certainly cannot expect our children to have healthy, happy relationships or marriages by influencing them that sex is okay outside of marriage, same sex relationships are acceptable, or any practice of a bizarre relationship.

Please give parents a chance and their children to upgrade moral values by giving us a content based rating system. In restoring the family hour we can bring back some family unity and raise the morals of this country. This country was based on the moral laws and principles of our most high God. Let us go back to these divine guidelines.

Mr. & Mrs. David Huey