

CS 97-55

The rating - System
Must Be On The
Entire Program.
Please - legislate - this.

Also ask the TV industry
to voluntarily give us
a safe family TV
product of socially
correct TV or find
a way to legislate it.

America is sick of
what removal TV has
done to our country & we
hold the FCC responsible.

"AGCAB-TV"

APR 11 1997
Federal Communications Commission
Office of Secretary



CS 97-55

4 Holly Springs Ct.
LR, AR 72212
February 2, 1997

Reed Hundt
FCC Chairman
1919 M St. NW, Wash. D.C.

RECEIVED
APR 11 1997
Federal Communications Commission
Office of Secretary

Dear Sir:

I request your rejection of the proposed network rating system. It is contradictory for a business to objectively evaluate itself.

~~It~~ leads to misperception on parents' part and places too much power in a non-value based, self-protective organization.

Thank you for your help.

Sincerely,
Laura Lettys

CS97-55

Hugo Benson

HCH #D2

Gregg MN 56227-9006

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APR 1 11 1997

Federal Communications Commission
Office of Secretary

Mr Reed Hundt Chairman
Federal Communications Commission
1919 M Street NW
Washington D.C. 20554

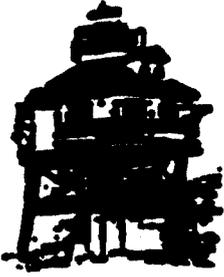
The New TV Rating system is not good
it will hurt our children,

In the first place why do we need a
rating system.

Show decent programs over the TV
and much of our violence will de-
crease

Thank you very much for not let the
rating system go through.

Sincerely
Hugo Benson



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

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

CABLE SERVICES BUREAU

APR 3 10 21 AM '97

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FEDERAL COMMUNICATIONS COMMISSION

APR 1 1 1997

FEDERAL COMMUNICATIONS COMMISSION
Office of Secretary

March 24, 1997

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 Docker NO. 97-55, FCC 97-34

We are writing on behalf of the National PTA and the Anne Arundel County Council of PTA, executive board 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 description on the screen and publicized 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:

Maryland Coalition Against Pornography, Inc.

P. O. Box 2868
Silver Spring, MD 20915-2868

APR 11 1997

Federal Communications Commission
Office of Secretary

March 12, 1997

Office of the Secretary
Federal Communications Commission
1919 "M" Street, N.W.
Washington, DC 20554

Re: C.S. Docket 97-55 - Rate Entertainment Programming

Dear Sir/Madam

We would like to add our voice to many concerned citizens across the country for the need for more explicit ratings for television programs.

Please let the viewing audience see:

V - for violent content

L - for offensive language

S - for sexual explicitness.

Our children deserve it. We, as parents/teachers/educators, must demand it.

The ratings, as they stand, are too broad on their face and too vague. Only the entertainment industry stands to profit, as our children are further desensitized to violence, sexual exploitation, and offensive language.

Sincerely,

Janice Nairn
President

March 1997

CABLE SERVICES BUREAU

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

APR 11 1997 APR 3 10 22 AM '97

Federal Communications Commission
Office of Secretary RECEIVED

Dear Chairman Hundt and Commissioners:

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

I am writing on behalf of the National 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 includes 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,

Sandra L. Damiano
Mary J. Stephano
Annette Jensen
Robert C. Gilly
Clyde Young
Joseph Markun
Bridget E.
Gary Dubois

March 1997

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

CABLE SERVICES BUREAU

APR 3 10 22 AM '97

APR 11 1997

RECEIVED

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-56, FCC 97-34

I am writing on behalf of the National PTA and the Rocky Mountain Elementary 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,

Howard & Marilee Olson

* We think these are excellent requests & strongly hope they are taken to heart. Thanks!

SAMPLE LETTER TO THE FCC

Your letter must be received by April 8, 1997

March 1997

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

Dear Chairman Hundt and Commissioners:

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

I am (we are) writing on behalf of the National PTA and the Jordan School District (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,

Your Name
Town, State

Kelley Bollinger
Salt Lake City, Utah

CABLE SERVICES BUREAU

APR 3 10 22 AM '97

RECEIVED

APR 11 1997

Federal Communications Commission
Office of Secretary

Edwina Green GABLE SERVICES BUREAU
1517 N. Luzerne Avenue
Baltimore, Maryland 21213 MAR 3 10 22 AM '97
410-327-3014

RECEIVED

March 24, 1997

APR 1 1 1997
Federal Communications Commission
Office of Secretary

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

Dear Chairman Hundt and Commissioners:

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

I am writing on behalf of the National PTA and the Lakewood Elementary PTA in Baltimore City to voice our opposition to the proposed TV rating system. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programs for their children. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling in useless.

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. We want a rating system that includes content information about programs such as "V" for violence, "S" for sexual depiction and nudity, and "L" for language. We want 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,

Edwina Green

Edwina Green, PTA President
Lakewood Elementary School
Baltimore City

March 20, 1997

APR 3 10 22 AM '97

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

RECEIVED

APR 1 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 Wilcox 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. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. As a parent, I do not want the TV industry to interpret what is best for my children. I want to make those choices myself 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.

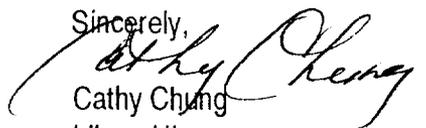
The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program;
- That the rating board be independent of the industry and the FCC and that it include parents; and

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

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

Sincerely,


Cathy Chung
Lihue, HI

Your letter must be received by April 8, 1997

APR 3 10 21 AM '97

March 1997

Chairman Reed Hundt and FCC Commissioner:
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

West Side PTA

I am (we are) writing on behalf of the National PTA and the ~~Elkhart, IN~~ (local, ~~community dis-~~
~~trict, 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 chil-
dren. 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,



March 21, 1997

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

APR 3 10 21 AM '97

RECEIVED

RECEIVED

APR 1 1 1997

Federal Communications Commission
Office of Secretary

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 Onate Elementary PTA in Albuquerque NM 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 divisions about what is appropriate TV programming for their children. We do not want the RV industry to interpret what is best for their children. We want to make the choice ourselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals the 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.. 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 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 I independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to my family.

Sincerely,



Mike Prestwich
Judy Prestwich
Albuquerque, NM

CABLE SERVICES BUREAU

APR 3 10 21 AM '97

RECEIVED

March 23, 1997

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

RECEIVED

APR 1 1 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 my family 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 system on the TV screen is a step in the right direction, but does not give parents enough information as to the content of the program.

I have witnessed first hand the effect certain television shows have on my children and am VERY interested in knowing what type of program is scheduled to air. I have learned that I cannot keep my children away from the TV, but I can limit what they see by exercising "parental rights". It would be very helpful to have a system that would clue me in to the content of a particular show.

I respectfully request that the current rating system be revised to include more content information for parents. Thank you for the opportunity to comment on this issue. It is extremely important to me and the healthy formation of my family.

Sincerely,



Debby Egerton
Lutherville, Maryland

CABLE SERVICES BUREAU

March 1997

Apr 3 10 21 AM '97

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

RECEIVED

3/21/97
RECEIVED

APR 11 1997

Federal Communications Commission
Office of Secretary

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 Ridgepoint (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,

Mr. and Mrs. Stephen J. Feher
6932 18th St.
Rio Linda, CA. 95673

APR 3 10 21 AM '97

March 1997

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

RECEIVED REVIEWED
APR 11 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 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, 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 fails to 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,



Chicago, Illinois

March 27, 1997

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

RECEIVED
APR 11 1997
Federal Communications Commission
Office of Secretary

CABLE SERVICES BUREAU
APR 3 10 21 AM '97
RECEIVED

Dear Chairman Hundt and Commissioners:

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

I am writing on behalf of the National 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. Although providing some guidance as to appropriateness of programs is a step in the right direction, 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. Because we all have different values we choose to develop in our children, it's difficult to utilize the age-based system as an across the board guideline. A rating system offering content descriptions on the screen and published in periodicals, such as the TV listings guide or newspaper, lets the viewer decide if a program is right or appropriate for their specific child.

As it is your duty to determine whether the proposed V-chip rating system meets the requirements of the Telecommunications Act of 1996, please accept my opinion that it does not and I ask you not to approve this particular rating system.

However, I agree with the National PTA that the following issues must be implemented in whatever system is approved.

All rating systems should include:

content information about programs (such as V for violence, S for sexual depiction and/or partial or full nudity, L for foul language: *anything you wouldn't want to hear your child say in front of someone special*)

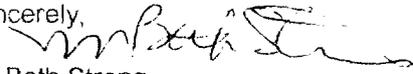
a V-chip band broad enough that would allow parents to receive more than one rating system.

A rating icon on the TV screen larger than at present, more prominently placed, and appear more frequently during the course of a program.

I feel strongly that the rating board should be independent of the industry and the FCC and that it include parents with children from various age groups. If feasible, the system needs to be evaluated before implementation by an independent research firm to determine if the needs of not just the parents, but all viewers, are being met in the best possible way. Not only am I selective about when and what my children watch, but for myself also.

Thank you for this opportunity to comment on an issue so important to society in general, but especially to the next generation, our children.

Sincerely,


M. Beth Strong
PTA President
Donald Elementary School
c.c.: National PTA

Cathy Zito
3228 Sunset Lane
Franklin Park, Illinois 60131

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

APR 11 1997

Dear Chairman Hundt and Commissioners:

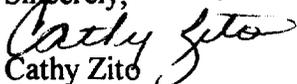
Re: CS Docket No. 97-55, FCC 97-34

I am writing to voice my opposition to the V-chip rating system as presented by Jack Valenti on Jan 17, 1997. The rating symbol on the tv screen does not provide sufficient content information so that I can make decisions about appropriate programming for my children. I do not want the tv industry to make the decisions; those are mine to make. Without content information, however, it will be an un-informed decision.

The FCC is required, by law, 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 you not approve the industry rating system. Instead, I ask the following:

- That under no circumstance should the FCC accept the industry rating system. Further, the FCC should accept no rating system that does not contain 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 system 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 Zito

SAMPLE LETTER TO THE FCC

Your letter must be received by April 8, 1997

APR 11 1997

March 1997

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

Dear Chairman Hundt and Commissioners:

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

I am (we are) writing on behalf of the National PTA and the State Rd School 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.

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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,

Christine E. Auro

110 West Cornwall Road Wickham MA 01095

Raymond J. and Cheri L. Kilanowski
2736 South Summerset Drive
Appleton, WI 54915

April 4, 1997

APR 11 1997

Chairman Reed Hundt and FCC Commissioners
C/O Federal Communications Commission
Room 222
1919 M Street NW
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 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 we can make decisions about what is appropriate TV programming for my seven year old daughter. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. We do not want the TV industry to interpret what is best for my daughter. We want to make choices based on content information about the program. Any rating system without content description 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 the 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 systems. 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 violent), 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;

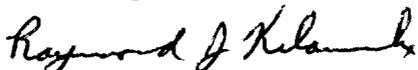
That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents; and

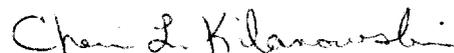
That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

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

Sincerely,



Raymond J Kilanowski



Cheri L. Kilanowski

April 2, 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

I am writing on behalf of the National PTA and the Pioneer Elementary PTA of Ogden, Utah 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.

This rating system falls short of the needed guidelines parents should have to govern their children's television viewing. We do not condone obscene language, conversations with sexual overtures, or violence in our home, and yet, televisions shows with time slots in the "family hour" bring this into our home without being invited or welcomed. Is it not for the individual family to decide what is appropriate for their children? I am not asking the FCC to do this parenting job for me, only that they provide me with the necessary content information and acknowledge my responsibility and right to determine what is acceptable for my family.

I support the PTA's stand and request the following:

1. That under no circumstances should the FCC approve the industry's rating system, or any rating system that does not include content information concerning violence, sexual content, or 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.
4. That the rating board be independent of the industry and the FCC and include parents.
5. That the rating system approved by the FCC be evaluated by independent research to determine if it meets the parent's needs.

Thank you for this opportunity to comment on the TV rating issue.

Sincerely,



Terralee Hulmston
256 W 1650 N
Harrisville, UT 84404

March 26, 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 Commissioners:

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

I am writing on behalf of the National PTA and the Wells Central School PTSA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group on January, 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 system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

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

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

Sincerely,

Laura Puffer
P. O. Box 208
Wells, N.Y. 12190

Buda Primary/Elementary Parent Teacher Association
P.O. Box 1196
Buda, Texas 78610

April 2, 1997

Chairman Reed Hundt & 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 & Commissioners:

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

We are writing on behalf of the National PTA and the local Buda Primary/Elementary Parent Teacher Association to voice our opposition to the V-Chip rating system presented on January 17, 1997. We, as parents, do not feel that this type of system will provide us enough information to make informed choices for our children. Without more detailed information, the system is useless. We also do not believe that this system meets statutory requirements of the Telecommunications Act of 1996. We understand it is the FCC's responsibility to ensure that it does.

We request that the FCC withhold approval of any system until it system includes the following:

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;

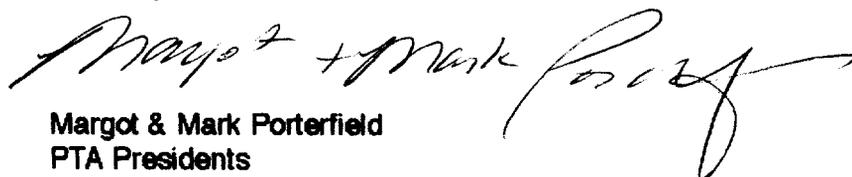
That the rating icon be made larger, more prominent and appear more frequently during the course of a program;

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,



Margot & Mark Porterfield
PTA Presidents

Camp Creek Elementary School PTA
958 Cole Drive
Lilburn, Georgia 30247

APR 11 1997

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

April 1, 1996

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

The Camp Creek Elementary School PTA in conjunction with the National PTA opposes the V-Chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group.

The proposed rating system explains nothing! If we are to employ a V-chip rating system, it must at least have some meaning that parents can understand and use! The rating system should be content based rather than merely age based. A program that is appropriate for a mature ten year old may be inappropriate for some twelve year olds. A system that allows parents to decide would at least be practical.

Camp Creek Elementary school is located in suburban Atlanta. Our student population is approximately 650. Our PTA is 100% membership. Our community has a strong civic commitment demonstrated by our consistently high voter turnout for all elections.

We are committed to our children. As parents we monitor and control their TV viewing habits. We want a system that would help us make wise choices for our children. Any system without content description is useless to us!

Sincerely, the following parents of Camp Creek Elementary

April 3, 1997

Mr. Reed Hundt
Chairman
Federal Communications Commission (FCC)
Room 222
1919 M Street NW
Washington, DC 20554

APR 11 1997
Federal Communications Commission
Office of Secretary

Dear Mr. Hundt:

As a child advocate from the local to national levels, I strongly urge the Federal Communications Commission (FCC) to rule the TV Parental 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.

The legislation clearly states that parents should be provided with "timely information about the nature of upcoming video programming" in order to be empowered to choose appropriate programming for their children. The TV Parental Guidelines do not comply fully with the spirit or letter of that provision.

Specifically, I have six examples that validate my concern:

- 1) The Oversight Monitoring Board established to review the guidelines on a regular basis entirely consists of representatives from the broadcast, cable, and creative sectors. Child and parent advocates are not represented.
- 2) The system does not rate program content sufficiently. Parents need to know the degree of a program's sexual, violence, and language content to make informed decisions about what their children watch.
- 3) The rating icon appears too briefly (15 seconds) before the start of a program. Parents can easily miss it.
- 4) Television listings are not obligated to publish the rating system. As a result, parents will not have a reliable source of advance ratings information.
- 5) Commercials advertising television programs which are unsuitable for children can be aired during programs which are suitable for children. That oversight potentially exposes children to harmful programming.
- 6) Local stations can opt to change or not feature a rating, which also infringes on a parent's right to have reliable and timely ratings information.

As a parent, child advocate, and community activist, I care deeply about the rating system and hope that the FCC will take my concerns under advisement.

Sincerely,



Lisa Busbee-Young
President, PTA Unit - Haight Elementary School
President, National Black Child Development Institute Affiliate - East Bay
Secretary, PTA Council - Alameda, California

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

Federal Communications Commission
Office of Secretary

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 Local PTA ^{Orate} (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,

Eleanor Lombard

Parent Signature(s)
Albuquerque, NM