

RECEIVED

APR 8 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

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

As parents we have the right to decide what is appropriate for our families to watch. The TV industry does not have the right to withhold information so that our decisions are not accurate. TV programs contents (S-sex, V-violence, N-nudity, and L-language) need to be made known by some kind of system that would educate the individuals about what they are about to watch. As parents we are capable of making our own decisions and choices based on content information about the program. Any rating system *without content descriptions* on the screen and publicized in periodicals that carry TV scheduling *is useless*.

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

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V, S, N, and L. How much? How graphic?

- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating 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 of our nation.

Thank you,

*Nancy Green*

Member of the Centerville Elementary PTA,  
Centerville, Utah

RECEIVED

APR 8 1997

FCC MAIL ROOM

DOCKET FILE COPY ORIGINAL

PO Box 6  
Hollis, NH 03049  
603-465-7463  
April 7, 1997

Federal Communications Commission  
1919 M. Street NW  
Washington, DC 20554

Re: Television Ratings  
CS Docket No. 97-55

The television ratings system that has been implemented by the television industry does not, in my observation, meet the requirements of the Telecommunications Act of 1996. The V-Chip in that act depends on a rating system that can be used to specifically block out violent programs. Since the current system does not specify content in the programs, it is not possible to identify the programs that individuals may want to block, using the v-chip.

From informal conversations I have had with many people, the comments about the ratings are:

They don't tell you much.

They aren't that useful.

They are easy to miss if you are not watching during the very first part of a program.

I encourage the FCC to hold hearings on the effectiveness of this rating system.

Thank you.

Sincerely,



Carolyn Gargasz

File of Copies rec'd  
DATE

0

# Wisconsin PTA

4797 Hayes Road, Suite 2, Madison, WI 53704-3256 (608) 244-1455

April 2, 1997

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

RECORDED

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 Wisconsin PTA to voice our opposition to the v-chip rating system as presented by the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide parents with enough content information to make decisions about what is appropriate TV programming for their children.

I have attached seventeen letters from Wisconsin PTA members expressing their concerns about the present rating system.

Wisconsin PTA supports the National PTA position that the present v-chip rating system is inadequate and we request the following:

- That under no circumstances should the FCC approve the industry's rating system;
- That 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 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.

Sincerely,



Winnie Doxstie  
State Legislative Chair - Wisconsin PTA

No. of Copies rec'd \_\_\_\_\_  
List ABCDE \_\_\_\_\_

MARCH 1997

CHAIRMAN NED HUNT AND FCC COMMISSIONERS  
c/o FEDERAL COMMUNICATIONS COMMISSION  
1919 M STREET N.W., ROOM 222  
WASHINGTON, D.C. 20554

APR 8 1997

Federal Communications Commission  
Office of Secretary

DEAR CHAIRMAN HUNT AND COMMISSIONERS,

I am writing to voice my opinion  
and 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  
to enable parents to make an appropriate  
decision. We do not want the TV industry to  
make this choice for us.

Please give this matter further  
attention.

Sincerely,

Annabelle Wishan  
1809 S. 63 St.  
West Allis, WI. 53214

March 22, 1997

Dear Chairman Hundt and Commissioners,

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

APR 8 1997

Federal Communications Commission  
Office of Secretary

I am writing on behalf of the National PTA and as a concerned parent to voice my opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV rating system Implementation Group, on January 17, 1997.

I feel that 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 truly believe that the rating system include more information about violence, sexual depiction and nudity, and language. Also, that the symbols remain on screen for longer period of time or come on intermittently.

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

Sincerely,

Karen Kaminski  
451 N 214 Fillmore Circle  
Madison, WI 53722

27 Feb + No 97-501 F 2 97-3 + 3-22-97

APR 8 1997  
Communications Commission  
Office of Secretary

The FCC video tape that was  
at our PMA meeting. I was shocked  
to see the videotaping was only a  
few I didn't care for any of the  
generalizing - these programs. I  
don't watch + I don't watch due to  
the fact that my son is more  
interested in the quality of  
the programs have come downhill.

I remember watching + v. as a  
child + I don't remember seeing  
the killings or the sexual abuse  
on the news. I feel even  
today show should have a better rating  
system to show parents of what is being  
shown. I would like it to be on the show  
all the 30 min the news on. Thank you

March 21, 1997

Chairman Reed Hundt & FCC Commissioners

RECEIVED  
APR 8 1997

Federal Communications Commission  
Office of Secretary

Dear Chairman Hundt & Commissioners:

RE: CS Docket No. 9755, FCC 97-34

On behalf of the National PTA, the Massachusetts PTA Council and myself as a parent, I must voice my opposition to the V-chip rating system as presented by Jack White on January 17, 1997. The rating system is not sufficient to inform parents as to the content of programs. I strongly support a descriptive, content based rating system.

Descriptive symbols of content should be shown for at least 30 second intervals periodically during each program during the prime time viewing period.

The current system meets the needs of the television industry, not parents and children.

Thank you for this opportunity to comment on this important issue.

Sincerely,

Jessie L. Payne, Massachusetts, CT

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

Dear Chairman Hundt and Commissioners:  
Once again I am writing in regard to  
CS Docket No. 97-55, FCC 97-34 - Offspring  
Jack Valenti, Chair of the TV Rating Implementation  
Group, on January 17, 1997 V-Chip Rating  
System.

The symbol should be on the screen all the time.  
Defining PG - needs to be more informative -  
after viewing a 4 minute PG Rated segment -  
presented by NOW. We as parents need more -  
content information to make the decision for  
our children and grandchildren on what we  
feel is for their good.

Please listen to the parents -

Sincerely,  
Pat Washburn  
WI PTA

Mar. 22, 97

Chairman Reed Hundt & FCC Commissioners  
40 Federal Communications Commission  
1919 M Street N.W. Room 22  
Washington, DC 20554

APR 8 1997  
Federal Communications Commission  
Office of Secretary

Dear Chairman & Commissioners,

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

I'm writing to voice my opposition to the V-chip rating system. There is not sufficient content information for parents to make decisions about what is appropriate for their children.

I would like to request that any rating system approved by the FCC be evaluated to determine that it meets the needs of parents.

Sincerely,

Nancy Hurt  
West Allis, WI

RE: CS Docket #97-55  
FCC 97-34

APR 8 1997  
Federal Communications Commission  
Office of Secretary

Peggy Miller  
1706 W. Madison St  
West Allis, Wis. 53214  
March 22, 1997  
Chairman Reed Hundt  
FCC Commissioners  
c/o Federal Communications  
Commission  
1919 M Street N.W.  
Room 20  
Washington D.C. 20554

Dear Sirs;

As a parent I want to know specifics as to what is going to be shown on a TV program and I will decide for myself if my children are allowed to watch. The ratings are so broad I would like to see V, S, Z, not just PG.

The ratings there need to be larger and longer.

Thank you  
for your time  
Our kids are  
Most Important  
Peggy Miller

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

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 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.

There needs to more information about language, violence and sexual content. The symbol for rating needs to be more frequently apparent on the screen. The rating board needs to be independent of the TV industry and should include parents. Any rating system needs to be evaluated by independent research to determine if it meets the needs of parents.

Sincerely,

Patricia D. ...

March 22, 1997

Chairman Reed Hundt and FCC Commissioners  
40 Federal Comm. Commission  
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 North ~~High~~  
School PTSA to voice my opinion to the V-Chip rating system  
presented on Jan. 17, 1997.

I have just finished viewing a video used at the FCC hearing  
and produced by Children Now. I was rapidly disillusioned  
and disappointed with what can be shown under the  
guise of PG. Many of the items shown on this video  
sicken me as a parent! As a parent I want to  
know what my child will be watching.

Please make it mandatory for the media to give me  
and others the option to Protect Our Children!

Thanks you for allowing me this chance to express my opinion  
Sincerely

Pat Smith

March 22, 1997

APR 8 1997

Federal Communications Commission  
Office of Secretary

Dear Chairman Hundt and Commissioners;

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

I recently had the opportunity to view the video that was shown at the National PTA Legislative Conference. This video is appalling. The material shown was not what I would call "PG".

As a Parent, I want to know what the specific content of a program is. I want to know if the content is sexual, violence, or language.

It would also be helpful if I could find the ratings several times during a program. Perhaps they could be published with the TV listings.

Please help parents support and guide their children.

Sincerely

Sandy McDonald

3226 Main Ave

Sheboygan, WI 53083

March 1997

APR 8 1997

Dear Chairman Hunt and Commissioners:

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF SECRETARY

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

I oppose the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997.

The Rating Symbol does not provide sufficient content information for parents to make decisions about what is appropriate TV programming for our children.

The rating system needs to be revised to include periodic display of the rating during the program telecast, more than one rating system, that the rating board be independent of the industry and that the rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Steven M. Benke  
Concerned Parent

March 22, 1997

Chairman Reed Hundt & FCC Commissioners  
40 Federal Communication  
1919 M. St. N.W., Room 222  
Washington, D.C. 20554

APR 8 1997

Federal Communications Commission  
Office of Secretary

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

Dear Chairman Hunt:

As a local PTA President I was asked to view the video used during senate testimony on TV Rating Systems by "Children Now." Frankly I was not surprised as I've had to turn off the TV as my kids have walked into the room but this video showed me shows I don't watch but know others who do and I was shocked by the violence portrayed as being okay for children to watch! I think the duty lies with the producers of these shows to inform people who are watching and I would support the new rating system to indicate subject matter strongly!

Sincerely,  
Laurie King  
2620 Yorkshire Ct.

March 22, 1997

APR 8 1997

Dear Chairman Hundt and Commissioners:

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

I am writing to voice my opposition to the current V-chip rating system. As a parent, this system does not give me any information on violence, sexual depiction and language. Plus, as channels are changed, there is no immediate identification of content.

I want to be able to effectively respond to my children on approved TV programs. In order to do this, content information must be visible plus ratings need to be published in all TV guide publications.

Our society is becoming more and more desensitized to violence, nudity and foul language. When does this stop? Our children need to grow up at a normal pace, not accelerated to find this an approved method of maturation.

The TV industry has their own interest in mind when it is allowed to interpret regulations and oversee implementations of these rules.

Parents need to be able to make educated decisions on TV viewing using all of the information, not just the pieces the FCC is willing to through out at us.

Maris Wilmer

March 22, 1997

APR 8 1997

Office of Secretary  
Communication Commission

Chairman Reed Hundt & FCC Commissioners  
90 FCC

1919 M Street N.W., Room 222

Washington DC, 20554

RE: CS DOCKET 97-55 - FCC 97-34

Dear Chairman Hundt & Commissioners,

after viewing the video that was shown as part of Senate testimony in support of content-based TV ratings, I am more in support than ever of TV ratings being content-based and not age-based ratings.

Surveys show that I am not alone in my belief that most parents want a content-based rating system in order to help us choose what we believe is appropriate for our children.

Parents want:

1. Content-based TV ratings
2. More visible ratings symbol on the screen
3. Ratings symbol shown more frequently during a program.
4. That the rating boards be independent of the industry and include parents

Thank You.

Sincerely,

DEBRA M. DAVIDSON

April, 1997

RECEIVED

DEM  
APR 8 1997

Federal Communications Commission  
Office of Secretary

Dear Chairman Hundt and FCC Commissioners:

In regard to the current TV rating system (CS Docket No. 97-55, FCC 97-34), I urge you to reject it in favor of a system which will not only provide more information about program content, will show the rating more frequently during a show, but will also be rated more accurately.

Almost every situation comedy is rated TV-PG when many times the subject matter is almost entirely sexual in nature and many, many things are said that I do not feel are appropriate for my 9 and 10 year old children to hear. How am I, as a parent, expected to know whether a show is going to "talk sex" constantly or simply have one or two off-handed references to sex or a couple of "bad" words when both shows are rated the same. Also, I feel a TV-G rating on a show like "Touched by an Angel" is totally inappropriate on an evening when the subject is a wife delivering her husband's lover's baby -- that is not a subject for general audiences.

Thank you very much for taking my concerns under consideration.

Sincerely,



Donna M. deVillers  
Parent of 3 children ages 7, 9, 10

# JIM THORPE AREA PTA

April, 1997

RECEIVED  
APR 8 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, DC 20554

Dear Chairman Hundt and Commissioners:

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

Enclosed you will find numerous letters signed by parents of the Jim Thorpe Area School District expressing their dissatisfaction with the current TV rating system and urging you to require certain changes in this system before it is approved.

The Jim Thorpe Area PTA hopes you will take the concerns of the members of our community under serious consideration.

Thank you for taking the time to read these letters.

Sincerely,

*Donna M. deVillers*

Donna M. deVillers  
1st Vice-President  
Jim Thorpe Area PTA

RECEIVED

APR 8 1997

March 1997

Federal Communications Commission  
Washington, DC 20554

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

Dear Chairman Hundt and Commissioners:

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

I am writing on behalf of the National PTA and the 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,

*Rethorah A. Cramer*

*1648 Maddox  
West Bloomfield MI 48304*

*PTA Co-Vice President / Douglass Houghton Elem. PTA*

No. of Copies rec'd  
List ABCDE

0

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
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 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

6920 Tanglewood St.  
Lakewood, CA 90713

RECEIVED

APR 8 1997

Federal Communications Commission  
Office of Secretary

April 3, 1997

The Honorable Reed Hundt  
Chairman FCC  
1919 M Street  
Washington, DC 20554

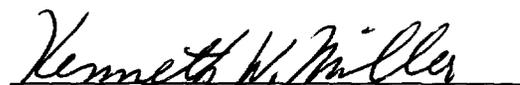
Dear Chairman Hundt:

We would like to apprise you of our opposition to the new "**age-based**" rating system for television viewers. This system will simply not work and just gives the television industry license to continue polluting the airwaves with unsuitable TV viewing. TV-PG ratings have been given to Beverly Hills 90210 and Savannah, shows which we are even embarrassed to watch.

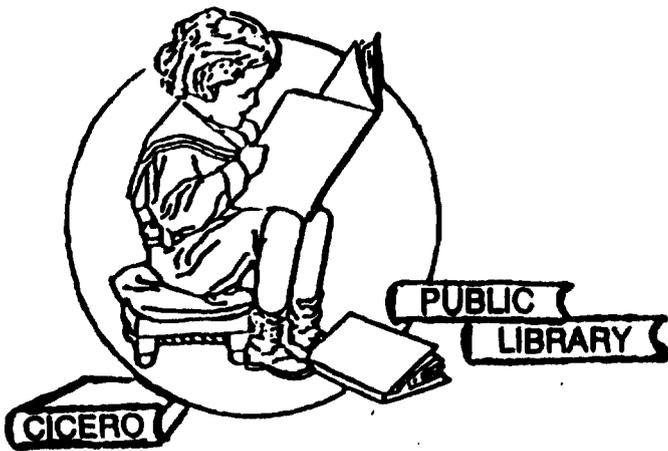
We would request a "**content-based**" rating system and a return to the "Family Hour" be put into place. Many young families, like our daughter and her husband, have relegated the TV to the basement for viewing of selected videos only.

Your attention to this serious polluting of our airwaves is most appreciated.

Sincerely,

  
Kenneth W. Miller

  
Shirley A. Miller



BOARD OF TRUSTEES  
Floyd Rotchford, Pres.  
Carol Gonzalez Krawczyk, Vice-Pres.  
Katherine Valsvillas, Secretary  
Thaddeus A. Staslor  
Marie Pikul  
Brenda Connerty  
William F. Mulr

5225 West Cermak Road  
Cicero, Illinois 60804  
(708)652-8084  
Fax(708)652-8095

March 31, 1997

RECEIVED

APR 8 1997

Federal Communications Commission  
Office of Secretary

Honorable Reed Hundt, Chairman  
Federal Communications Commission  
1919 M Street, N.W. - Room 844  
Washington, D.C. 20544

Dear Commissioner Hundt:

The Telecommunications Act of 1996 was intended by Congress to enable libraries and schools to access and utilize information technology. And, the Federal-State Joint Board, in their Recommended Rules publication issued in November 1996, called for "meaningful discounts" for these educational institutions.

By allowing significant discounts on telecommunications services, local wiring and Internet access, the Joint Board has accurately assessed the needs and requirements of poorer schools and libraries, for which basic costs of internal wiring, etc., put the advantages of technology such as Internet access outside the realm of budgetary possibility.

Cicero Public Library strongly supports the Joint Board recommendation of meaningful discounts for public libraries and schools, and further endorses and supports included provisions allowing telecommunications companies and non-telco carriers to compete for these institutional discounts.

Please join in these efforts to make the advantages of technology available to all of our children. Thank you very much for your time and consideration, and for any help you can give.

Sincerely,

Allan C. Carr  
Director

AC:mw

"BOOKS ARE GREAT TEACHERS"



# Pine Island Public Schools

School District 255 Pine Island, Minnesota 55963  
Brian C. Grenell, Superintendent  
Telephone (507) 356-4849 FAX (507) 356-8827

April 3, 1997

The Honorable Reed Hundt, Chairman  
Federal Communications Commission  
1919 M St., NW, Room 814  
Washington, D.C. 20554

APR 8 1997

Federal Communications Commission  
Office of Secretary

Dear Chairman Hundt,

I urge you to adopt the recommendations submitted to you in an ex parte of March 26 by the state members of the Federal-State Joint Board. That ex parte urges the FCC to adopt the February 13, 1997 Rural Telephone Company Transition Plan proposed by the United States Telephone Association and the Rural Telephone Coalition.

It is my understanding that the Joint Board recommendation would freeze federal universal service support, which is essential for maintaining affordable telephone rates, at past investment levels on a per line basis for rural telephone companies. This freeze would chill any incentive for rural telephone companies to invest in new infrastructure and would cause severe damage to economic development in rural communities throughout the nation. The effect also could cause local rates to increase. For instance, companies with commitments to upgrade infrastructures, or under a state mandate to do so, will have to request rate increases in order to maintain financial stability.

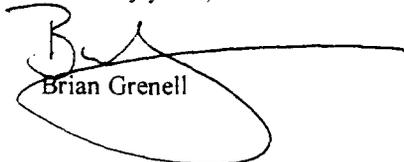
As a Superintendent of Schools in a rural school district, I am concerned about equal access and opportunities for our students. It is essential that our children be given the same opportunities as other children in this country regardless of where they live. These opportunities must also be affordable.

The Joint Board recommendation would also cut off support for most business lines and all second residences or second lines in residences in high cost areas. This cut off would mean an immediate and significant decrease in the amount of universal service support these consumers' lines receive. Negative consequences of this proposal include:

- \* significantly higher cost of Internet usage for rural households and businesses that use a second line for their computer hookup;
- \* increased prices for telecommunications services, so vital as an incentive for businesses to locate or remain in rural areas;
- \* administrative nightmares in attempting to figure out which lines fit in the supported versus an unsupported category.

It is essential that the FCC encourage investment in, and maintain affordable access to modern telecommunications services for all Americans, not just the high-end users. Your support for a fair universal service transition plan for rural telephone companies and rural consumers is vital to the future rural economic development of Pine Island and the students served by the school district.

Sincerely yours,

  
Brian Grenell

CS 97-55

## Lessie Bates Davis Daycare #2

---

Mr. William F. Caton  
Acting Secretary  
Federal Communications Commission  
Room 222  
1919 M Street, N.W.  
Washington, D.C. 20554

RECEIVED  
APR 8 1997  
FCC MAIL ROOM

Dear Mr. Caton:

I join the National Black Child Development Institute in urging the Federal Communications Commission 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. First, 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. Second, the rating icon appears too briefly (15 seconds) before the start of a program. Parents easily can miss it. Third, television listings are not obligated to publish the rating system. As a result, parents will not have a reliable source of advance ratings information. Fourth, commercials advertising television programs which are unadvisable for children can be aired during programs which are suitable for children. That oversight potentially exposes children to harmful programming. Fifth, 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. Finally, 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.

As a Early Childhood Advocate I care deeply about the rating system and hope that the FCC will take my concerns under advisement.

Sincerely,

*Mary E. Rhodes*  
*Daycare Director*

No. of Copies rec'd \_\_\_\_\_  
List ABCDE \_\_\_\_\_