March 9, 1997 RE: CS Docket No. 97-55, FCC 97-3

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

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners,

I am writing on behalf of the Wisconsin PTA. I oppose the V-Chip rating as presented by Jack Valenti, Chair of the TV Rating Implementation Group.

This rating does not supply sufficient content for parents to make a proper judgement on program content. Parents need content to rate viewing, any rating without content is unacceptable.

The FCC should not approve the ratings system in its present format.

Please consider the impact of programming on the minds of our children. This is an important decision that will change the future of our communities, society and families.

Hollywood should not be the driving force to direct our childrens development. Parents need your help and consideration in this vital matter.

Sincerely, [signature]

March 7, 1997

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

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

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

I am writing on behalf of the National PTA and the New Jersey PTA to voice my opposition to the V-chip rating system as presented by Jack Valenti on January 17, 1997. His system does not provide sufficient content information so that parents can make decisions about what is best for their children.

I want a system that includes content information about programs such as V (for violence), S (for sexual depiction and nudity, and L (for language). Also that the rating icon on the TV screen be larger and appear more frequently during the program

Sincerely

Lyvonne Torkin
Cherry Hill, N.J.

March 9, 1997

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

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

Dear Chairman Hundt & Commissioners

RE: CS Docket [redacted] # 97-55, FCC 97-34

I am writing on behalf of National PTA and the Pennsylvania PTA to voice opposition to the V-chip rating system as presented by Jack Valenti on Jan. 17, 1997. The system is inadequate in that its categories include a too-broad grouping of categorization, resulting in too little information for parents. Contrary to Mr. Valenti's arguments, parents will be quite capable of understanding a non content-specific rating system. As parents, we have the right to know the nature of the objectionable material, and to use our judgments as to what is appropriate in our families. We need a system that includes evaluation by independent research, a rating system independent from the industry that profits by it, and a prominently-displayed icon shown frequently throughout the program. Thank you for encouraging public input.

Sincerely,

March 9, 1997

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

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

Dear Chairman Hundt/FCC:

I am writing in regards to CS Docket No. 97-55 FC 97-. As a member of the National PTA and my local PTAs in Cedarburg Wisconsin, I write to oppose the V-chip rating system as presented by Jack Valenti on Jan 17, 1997. It is my opinion that it does not provide me enough content information so that I can properly monitor the shows my children view on TV. This system seems too vague and useless without content descriptions on the screen.

I urge you not to approve the industry rating system or any system that does not include content information that they rating icon remain on the screen longer and with more prominence, that the rating be independent of the industry and include parents.

Thank you for you consideration

Sincerely,
Linda Oakes
N65 W5637 Columbia Rd.
Cedarburg WI 53012

April [illegible] 1997

Chairman Reed Hundt and the Commissioners
Federal Communications Commission
1919 M Street NW Room 222
Washington, D.C. 20554

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-31

We are writing on behalf of the National PTA and the New Mexico PTA to express our opposition to the V-Chip blocking system as presented by Jack Valenti, chair of the TV Rating Implementation Group on January 17, 1997. The Rating System and the V-Chip blocks not parents but programs. Given the information overload parents face, make parents direct what is appropriate TV programming for their children.

The FCC, by law, is required to determine whether the industry's rating system has met standards established by the Telecommunications Act of 1996. We've not believed this to be the case and we feel the FCC not approve the industry rating system.

Sincerely,

[illegible] President

[illegible] Legislative

RE: CS Docket-96-85, FCC-97-55

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

Dear Chairman Hundt

I am writing on behalf of the Parents PTA and Taylor Elementary PTA in Prescott, Arizona. After listening to Mr Valenti's presentation on Sunday night I must say that although I appreciate the industries advances in the V chip rating this system still does not meet the needs of parents. Much more information is needed. I am also requesting that the rating stay on during the entire show and not just the first 15 seconds. Please consider the input of parents

Sincerely,

March 9, 1997

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

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners:

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

I am writing to voice my opposition to the V-chip rating system as presented by Jack Valenti on January 17, 1997. Parents 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 is useless.

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

Sincerely,

Sue Braga
Scottsdale, Az.

R.E. CS Docket
No. 97-55,
FCC 97-34

March 8, 1997

Chairman Reed Hundt and FCC Commission
To Federal Communications Commission
1919 M St. N.W. Room 222
Washington DC 20554

RECEIVED
APR 8 1997
Federal Communications Comm
Office of Secretary

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the national PTA Board and the Colorado PTA Board of Directors to express my concern on the rating system for TV programs as presented by Mr. Jack Valenti is not adequate to address the concerns of parents as to content. I would urge you to reject the acceptance of the proposed system and require the development of a system that addresses the issue of content. Parents have spoken vocally that the is essential. The rating board must be independe of the industry and the FCC and that it includ parents, and any rating system approved by the FCC be evaluated by independent research to determ if it meets the needs of parents.

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

Sincerely,
Sue Anderson
Lakewood, Colorado

March 8, 1997

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

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

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

I am writing as a member of the National PTA Board of Directors and the Colorado PTA Board of Directors to express my concern that the rating system for TV programs as presented by Mr. Jack Valenti is not adequate to address the concerns of parents as to content. I would urge you to reject the acceptance of the proposed system and require the development of a system that addresses the issue of content. Parents have spoken vocally that this is essential. Thank you for your consideration of this important issue.

Gayla Stone

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 Michigan PTA to show my opposition to the V-chip rating system as presented by Jack Valenti, on 1/17/97. This system does not provide sufficient information for parents to make intelligent and responsible decisions regarding the programs their children view. Instead, I request that the FCC accept only a rating system that includes information about programs such as V (for violence), S (sexual depiction and nudity) and L (language).

Thank you for this chance to speak for our nation's children and youth!

Sincerely,

Brighton, Michigan

March 9, 1997

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

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

Dear Chairman Hundt + Commissioners:

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

I am writing on behalf of the National PTA and the UA 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 the National PTA U.S. News + World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

I do not believe this system has met statutory requirements and ask that the FCC not approve this rating system.

Sincerely,
Dianne B. Sargent

March 9, 1997

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

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners:

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

I am writing on behalf of the National PTA and Oklahoma PTA to voice my opposition to the V-Chip rating system as presented by Jack Valenti, Chair of TV Rating Implementation Group, on January 21, 1997. The system is not viable enough to provide sufficient content information so that parents can make decisions about what is the best TV programming for our children.

Sincerely,
Liz Parker
Oklahoma City, Okla

Ollie Ann Pool
2921 Gabriel View dr
Georgetown, Tx 78628

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

Chairman Reed Hunt 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 715,000 members of the Texas PTA. to voice ~~are~~ our opposition to the V-Chip rating system. Parents want to make their own choice on content information. We feel the rating system with the ~~rating system~~ V for violence, S for sexual depiction and nudity, and L for language is the appropriate way to inform us as parents. We feel the icon on the TV be made larger and remain on the screen during the entire viewing. Also the rating Board be independent of the industry and the FCC and parents be included. Thank you for this opportunity to comment on an issue so important to children and families.

Ollie Ann Pool
Texas PTA Legislative Chairman
Georgetown, Texas

March 9, 1997

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

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

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

As president of Tennessee PTA, I am writing in opposition of the TV rating system offered by Jack Valenti. This VChip rating system is undesirable as it does not address the content the way I feel it should.

Sincerely,
Louise S. Bartlett
12401 Buttermilk Rd
Knoxville TN 37932

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

March 9, 1997

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

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

Dear Chairman Hundt & Commission

I am writing to you on behalf of the Ohio PTA and the 165,000 members I represent. We are opposed to the V-chip rating system as presented by Jack Valenti. This does not supply parents with sufficient content information to make a good decision on what their children should be watching on TV. The parents I have talked with would prefer content descriptions to be on the TV screen along with the current rating symbols now being used.

Please include content program information such as V for violence, S for sexual depiction & nudity and L for language. We would prefer you have the icon placed on the screen more often and for longer periods of time than now required.

We feel parents should also be a part of the rating board to also be able to represent the best interests of children.

Thank you for your time.

Sincerely,
Patricia Whitten
Ohio PTA President
30629 Stillwater Lane
Solon, Ohio 44139

March 9, 1997

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

Chairman Hundt - Regard to C.S.D. # 97-55
97-34

I am a member of Mentor High School PTA and I want to voice my opposition to the V-chip rating System as currently Presented by Jack Valenti. We need Content information. Parents has the right to know. The rating board must be independent of the industry. It must include Parents.

In today's world labels tell the Consumer what is in the product — The food we eat & the Clothes we wear. Etc. The T.V. ratings Should do the Same.

Thank you for your Consideration

Sincerely
Orville Watkins
Mentor Ohio

APR 8 1997
Federal Communications Commission
Office of Secretary

3-9-97

Dear Chairman Hundt & Commissioners,

I have followed the design of the proposed rating scale for children's benefits on television programming suggested by Jack Valenti & the T.V. industry. It offers no help to parents in my opinion. I would much rather see a Content based rating system being used, but better yet I would rather see improved television programming for all viewers. There is more trash on TV than useful programming, but at least if I know whether sex, violence or objectionable language is included in a T.V. show, I can make sure I protect my children by using that knowledge and the V-chip technology to decide what is seen on my family's T.V.

Sincerely,

[illegible] Ohio

March 9, 1997

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

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners,

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

I am writing on behalf of the National PTA and myself 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 does not provide sufficient content information to aid parents in making decisions on programs their children may be viewing. The rating does not include anything about Sexual Content, Violence or language.

The rating icon is neither large enough nor is it on the screen long enough

Under no circumstances should the rating system approved by the FCC be accepted

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

Sincerely,

Brenda Hughes
64365 Shepard Rd.
Bellaire, Ohio 43906

March 1997

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

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners:

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

I am writing on behalf of the National PTA and the West Virginia PTA to voice my opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate over-whelming parent preference for a rating system that gives parents information about the content of programs. Parents do not want the TV Industry to interpret what is best for their children. That the FCC require a V-Chip band broad enough that would allow parents to receive more than one rating system is my desire.

Sincerely,
Leslie B. Tugg
Ridgway, W.V. 25440

March 9, 1997

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

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

Dear Chairman Hundt

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

I understand the economic market that drives television programming especially in the competitive nature of TV programming/cable networks. Selling advertising depends on viewers choices.

Hollywood's producers say the public reflects what is on but does not take into account vulnerable children and busy parents, grandparents who are not familiar with fast pace, spit 'em out, chew 'em up, throw it out these TV programs.

The rating system needs to be better defined with reference to violence, sex, nudity - more explicit direction for ever busy distracted parents. The industry will not be changing the technology of a V-chip for generations... shall we lose another yet to come young minds to increase violence? The time to make a difference is now.

I am a school Board member and over the last 8 years have seen the increase of violence by younger and younger children causing more heartache for parents, our community, and our future - our young children.

Sincerely,

Valerie Fetherolf

Valerie Fetherolf

March 1997

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

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners:

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

I am writing on behalf of the National PTA and the children of the state of Tennessee 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.

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 the rating board be independent of the industry and the FCC and that it include parents. Thank you for letting me comment on an issue so important to children and families.

Sincerely,

March 10, 1997

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

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

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

I am writing to voice my opinion on the newly adopted rating system. They are very inadequate and do not give enough information for parents to make decisions about what they will allow their children to watch. Please consider making them more informative and put the symbol on the screen in the lower right hand corner throughout the show.

Your help in assisting parents to protect their children against inappropriate material is greatly appreciated!

Sincerely,

Jerry L Andilson
Idaho State PTA President
Member of the Nat'l PTA Board

Chairman Reed Hundt
c/o Federal Communications Comm.
1919 M Street N.W., Rm 222
Washington, D.C.

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

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

Dear Mr. Hundt -

I am in favor of a more comprehensive rating system w/ age appropriate indicators. The rating icon should be left on the screen in the lower corner like networks do. I like the idea of more information about content such as was done with food labels.

Sincerely,

Rhonda Blevins, OK PTA Leg. Chair
4447 NW 59th St.
OKC, OK 73112
405/946-5106

March 9, 1997

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

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

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

Dear Chairman Hundt,

I am opposed to the V-chip rating system as prescribed by Jack Valenti, Chair of TV Rating Implementation Group. The rating symbol does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for children.

We are asking that the FCC should accept no rating system that does not include content information about programs such as V (violence) (S for sexual depiction) and L (for language.)

Children are our most important concern. Please take my views in consideration.

Sincerely, [illegible] Legislative Chairman

March 1997

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

RECEIVED
APR 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 NJ PTA to tell you my opposition to the V-Chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group on January 17, 1997.

Sincerely

Maryann Kolbeck
Moorestown NJ 08057