

April 4, 1997

Chairman Reed Hundt & FCC Commissioners  
40 Federal Communications Commission  
1919 M. St. NW Rm. 222  
Washington, DC 20554

Dear Chairman Hundt & Commissioners:

RE: CS DOCKET No 97-55; FCC 97-34

I am writing on behalf of the National PTA & the local PTA to voice my personal opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on Jan 17, 1997. The rating symbol on the TV DOES NOT provide sufficient information so that parents can make decisions about what is appropriate TV programming for their children.

\* I personally want to know what is contained in a particular program (adultery, swearing, sex, nudity, innuendos, etc.)

Major surveys released last fall which demonstrate overwhelming parent preference for a rating system that gives parents info about the content of programs were conducted by the National PTA, US News & World Report, & Media Studies Center / Report. I do not want the TV industry to tell me what is best for my children.

\* I want to personally make those choices based on content information about the program. Any rating system without content descriptions on the screen & 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 & ask that the FCC not approve the industry rating system. Instead we request the following:

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(over)

- \* 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, nudity & innuendos about such!), and L (for language);
- \* That the FCC require a U-clip 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, & appear more frequently during the course of a program;
- \* That the rating board be independent of the industry & 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 & families.

Sincerely,

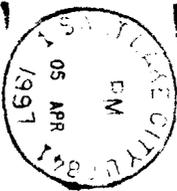
Mr. & Mrs. Sheldon <sup>D.C.</sup> & Katrin Lumsford  
West Jordan, Utah -



Mr. Sheldon G. Luceford  
1956 W. 7125 S.  
West Jordan, UT 84084

MOON TWIN ROOM  
ACR 0 0 1997

STARR MAN FEED HUTT & FGA Commissioners  
c/o Federal Communications Comm.  
1919 M Street N.W., Room 222  
WASHINGTON, D.C. 20554



Postnet barcode

Andrews Elementary P.T.A.  
Portland, TX. 78374

March 19, 1997

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

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APR 8 1997

Federal Communications Commission  
Office of Secretary

Chairman Hundt and Commissioners:

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

This letter is written on behalf of the National PTA and the Andrews Elementary PTA of Portland, Texas to voice 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.

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's rating system. We request the following:

- \*That the FCC should not approve the industry's rating system and should accept no rating system that does not include content information about programs such as V (for violence), S (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 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.

Andrews Elementary PTA thanks you for the opportunity to comment on this issue so important to our children and families.

Sincerely,

  
Portland, Texas

SIR,

PLEASE ENCOURAGE YOUR COMMITTEES  
TO CUT THE CRAP AND GET THEIR  
COLLECTIVE HEADS OUT OF THEIR  
POSTERIOR REGIONS. THE "ENTERTAINMENT"  
INDUSTRY FLOODS THE AIRWAYS WITH  
GRATUITOUS SEX, RANDOM AND UNNECESSARY  
ACTS OF VIOLENCE, VIGILANTISM,  
AND SHOCK TACTICS THAT ARE  
DIFFICULT FOR ADULTS TO DEAL WITH  
LET ALONE YOUNG CHILDREN. WHY  
AM I REQUIRED TO ASK MY GOVERNMENT  
TO FIGURE OUT A SYSTEM THAT WILL  
LIMIT THIS ONSLAUGHT? WHY CAN'T  
YOU FIGURE THIS OUT ON YOUR OWN?  
WHAT THE HELL ARE YOU GETTING PAID  
FOR ANYWAY?

RECEIVED

APR 8 1997

Federal Communications Commission  
Office of Secretary

CS DOCKET NO. 97-55 FCC 97-34  
Mr. Reed Hundt & the FCC Commission  
Office of the Secretary  
1919 M Street N. W. Room 222  
Washington D. C. 20554

As concerned parents and citizens, we are writing this letter to express our feelings regarding the proposed age based rating system for public television. We feel that the proposed system does not provide the necessary information for parents to determine what is or is not appropriate for their children to watch. The age based rating system allows others to determine arbitrarily what is appropriate for children to watch at different ages. This discretion should be left to the children's parents. A more specific and objective rating system is necessary if parents are to have the ability to judge what shows are appropriate for their children. The cable companies seem to be able to identify specifically the content of shows with easily recognized descriptions for violence, graphic material, adult content, nudity, etc. It is hard for me to understand why public television cannot be up front with the content of their programming. We strongly support a specific content based rating system that objectively describes the program's content and allows parents and individuals to determine whether they desire to view the program without having to watch it.

We personally feel that television has become too violent, graphic and vulgar for adults, let alone children. Television can be an excellent medium to inform, educate and inspire. Unfortunately, all too often all we see is the negative and degrading side of society. If we are unable to easily determine the content of programs, then we will find ourselves avoiding television altogether and find alternate forms of entertainment as a family and individually. As we talk to our neighbors and friends, we find that they express similar opinions to ours. We hope that this letter will receive due consideration during the process of deciding the rating requirements for public television.

Sincerely,

*Steve & Jana Barrett*

Steve and Jana Barrett

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 Ridgepoint 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.

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,



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**MATTHEW & BERNADINE MULLEN**  
4805 ADIEU COURT  
SACRAMENTO, CA 95842

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 writing on behalf of the National PTA and the Collingswood, NJ 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,



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April 3, 1997

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

Dear Chairman Hundt and Commissioners:

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

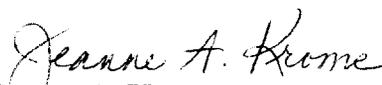
This letter is written on behalf of the National PTA, and the Gertie Belle Rogers PTA, a local unit in Mitchell, South Dakota, to voice our concern on the proposed television rating system. We are opposed to the V-chip rating system as presented on January 17, 1997 by Jack Valenti, Chair of the TV Rating Implementation Group. The rating system is age-based and does not include specific information about violence, sexual content, nudity, profanity or adult situations in TV programs. Our position is backed by the results of major surveys conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper.

The FCC is required by law to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1966. We do not believe this system meets these statutory requirements. We ask the FCC to please consider the following requests:

- \*\*Do not approve the industry's rating system as it stands now. Do not accept a rating system that does not include content information about programs such as (but not limited to) V (for violence), S (for sexual depiction and nudity), and L (for language).**
- \*\*Require a V-chip band broad enough that would allow parents to receive more than one rating system.**
- \*\*Enlarge the rating icon on the TV screen, display it more prominently on the screen, and have the icon appear more frequently during the course of a program.**
- \*\*Include parents on the rating board, and have it be independent of the industry and the FCC.**
- \*\*Evaluate any rating system approved by the FCC through independent research to determine if it meets the needs of parents.**

This is such an important issue for our children and impacts them greatly. We thank you for the opportunity to share our views.

Sincerely,

  
Jeanne A. Krome  
PTA President, GB Rogers Elementary  
1301 N Kimball Street, Mitchell, SD 57301

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Carolyn Burnam  
100 Carroll Road  
Conway, AR 72032  
501-796-2255  
domino@intellinet.com

April 1, 1997

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

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

Dear Chairman Hundt and Commissioners:

We are writing on behalf of the Vilonia Primary PTA, #4 Bane Lane, Conway, AR 72032-9470, 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. 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.

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

Sincerely,

  
Carolyn Burnam  
Marvin Burnam  
And Carolyn Burnam

cc: file

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2942 Foxhall Circle  
Augusta, Ga. 30907  
April 3, 1997

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

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

Dear Chairman Hundt and Commissioners:

I am a parent of two teenage children as well as a member and officer of the Westside High School PTA in Augusta, Ga. This letter is to relay my opposition to the v-chip rating system as presented by Jack Valenti on January 17, 1997. I do not feel the rating symbol on the TV screen provides enough content information in order for parents to make their own decisions as to what they deem appropriate TV programming for their children. Given the course that TV programming has taken the last several years, I think it should be obvious that the TV industry should not be interpreting what is best for children to watch or be the determinant in setting a rating symbol. A meaningful rating system must have some content descriptions publicized so that parents can have a better idea as to whether certain content material may be offensive to them and their children, even though the TV industry may deem it appropriate.

This letter is to request that the FCC not approve the industry rating system but instead approve one that includes content information about programs; for example, V (for violence), S (for sexual depiction and nudity), and L (for language). It would also be helpful that the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system, and that the rating icon be made more prominent and appear more frequently on the TV screen. I also feel that the rating board be independent of the TV industry and that any rating system approved by the FCC be evaluated by independent research. Parents should be allowed to have input into this rating system. After all, this rating system is for their benefit and if it does not meet their needs, then it will not achieve any valuable purpose.

Yours truly,



Helen Minchew

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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 writing on behalf of the National PTA and the Enoch 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 contents 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 the programs were conducted by the National PTA, *U.S. News and World Report*, and by the 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 in 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. 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 or 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 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,



Enoch, Utah

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April 1997

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

Dear Chairman Hundt and Commissioners:

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

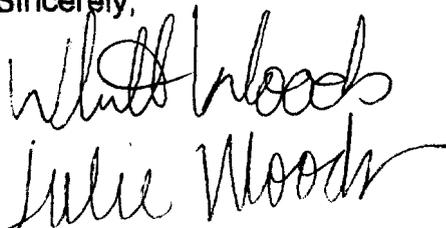
I am writing on behalf of the National PTA and the North Ogden Junior High PTSA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information 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, *USA 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 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 meet the need of parents.

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

Sincerely,

  
Julie Woods

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CS97-55

601 Treasure Lake  
DuBois, PA 15801

March 31, 1997

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

Dear Chairman Hundt & Commissioners:

I am writing on behalf of the Juniata Elementary PTA of DuBois, Pennsylvania, a 206 member organization to voice our opposition to the "V-chip" rating system as presented by Jack Valenti, chairman of the TV Rating Implementation Group on January 17, 1997.

We want to make our own choices as to what our children should be watching on television based on content information, and not what the TV industry thinks is appropriate for a certain age group. The TV industry should not be telling us what is appropriate for our 5, 6, 7, or even 15 year olds to watch. It should be the choice of each individual parent to decide.

We are asking the FCC to please NOT accept any rating system that does not include content information about programs such as "V" for violence, "S" for sexual depiction or nudity, and/or "L" for language. We also ask that the rating icon on the TV screen be made larger, more prominently placed on the screen, and more frequently re-flashed during the course of the program.

Your help in this matter would be greatly appreciated.

Sincerely,



Karen S. Johnson, President  
Juniata Elementary PTA

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April 3, 1997

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 Chouteau Elementary PTA in Kansas City Missouri, 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 give 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 to 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 TV 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,

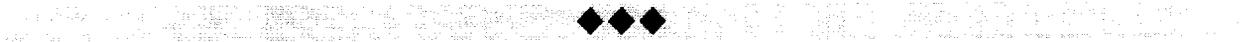
*Kristen L. Schmitz*

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CS 97-55

**Kathryn K. McClain, RD, CDE**



13026 W. Iliff Dr.  
Lakewood, Co. 80228

◆  
(303) 988-1096

April 4, 1997

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

Dear Mr. Hundt,

I am writing to express my opposition to the current television rating system which was proposed by the Television Ratings Implementation Group. I feel it does not provide enough of the type of information that I need to select which programs I would like my children to see.

On my letterhead you will see that I am an RD (Registered Dietitian). Just as we have specific information on our food labels to help determine if we will buy a product, I am in favor of a more detailed rating "label" for television program selection. **I am in favor of a more descriptive, content based system.**

I thank you for considering my input on this matter, because I care what we are *feeding* our children both physically and mentally.

Sincerely,

Kathryn K. McClain, RD

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March 22, 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**

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

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. 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 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,

  
\_\_\_\_\_  
Greg & Kim Altizer  
Gastonia, North Carolina

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April 7, 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 writing on behalf of the National PTA and the Ellendale Elementary PTA, Shelby County Council, 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.

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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,

*Boon Phillips*  
*Ann Phillips*

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April 7, 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 writing on behalf of the National PTA and the Ellendale Elementary PTA, Shelby County Council, 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 icon on the TV screen appear large enough & long enough for an average eye sight; reading time.  
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, let this be a random (large) sampling of parent, possibly 1000-2000.

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

Sincerely,  
Rita & James Holland

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Too long & would interrupt good program have the icon appear for 5 seconds of every commerc

April 7, 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 writing on behalf of the National PTA and the Ellendale Elementary PTA, Shelby County Council, 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 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,

*Mrs. Paula D. Davis*

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Ruth Gottlieb  
437 Hillcrest Ln  
Lombard, IL 60148

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, FCC97-34

As a member of the National PTA and the Manor Hill PTA in Lombard, Ill., I am writing to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on Jan. 17, 1997. The rating symbol on my TV screen does not provide sufficient content information so that I, as a parent, can decide what is appropriate for my family to watch.

I strongly agree with the results of major surveys released in the fall which showed that parents don't want the TV industry to interpret what is best for their children. I want to make those choices myself, based on content information about the program. Furthermore, the ratings should be published in advance of a program's airing in periodicals that carry TV schedules.

By law, the FCC 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. I ask the FCC NOT to approve the industry rating system. Instead, I request the following:

- \* Under no circumstances should the FCC approve the industry's current rating system. The FCC should accept a rating system only if it includes information about the content and frequency of violence (V), sexual depiction and nudity (S) and adult language (L).
- \* The FCC should require a V-chip band broad enough that would allow parents to receive more than one rating system.
- \* The rating icon on the TV screen should be made larger, more prominently placed on the screen and appear more frequently during the course of a program.
- \* The rating board should be independent of the industry and the FCC, and it should include parents.
- \* Any rating system approved by the FCC should be evaluated by an independent research source to determine if it meets the needs of parents.

Though I can and often do turn off the TV in my home, it remains by far the most pervasive influence on America's children with the potential for enormous impact on society. Thank you for this opportunity to comment on an issue of utmost importance to all of our children and families.

I could have written my own letter, but this expresses my opinion clearly. In addition, there is strong evidence that ratings, especially based on age, actually entice children to watch inappropriate material. Therefore, if the rating system is not a truly informative system which helps parents make informed judgments based on published materials, we are probably better off with nothing.

Sincerely,

Ruth Gottlieb  
Lombard, Illinois

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MARYA ANN KOVERLY-GARVEY

1559 NORTH BUNDY DRIVE · LOS ANGELES, CALIFORNIA · 90049

April 3, 1997

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

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-<sup>52</sup>95, FCC 97-34

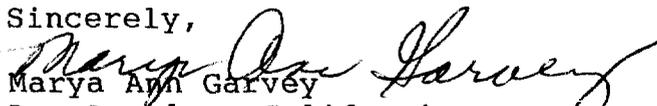
As a longtime PTA member, I join with the National PTA and millions of PTA members throughout the United States to oppose the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementations Group, on January 17, 1997. This proposed rating symbol on the TV screen does not provide sufficient content information for parents, so that parents can decide whether the TV program is appropriate for their children.

Parents must have a rating system that gives them information about the content of the TV program. The television industry has no business deciding for parents and the children of these parents whether a TV program is suitable. Any rating system without content descriptions on the screen and in TV scheduling publications is useless.

Therefore, I ask the FCC to reject the TV industry's proposed rating system and only approve a rating system that includes content information about programs such as V for violence, S for sexual depiction, N for nudity, L for language. Furthermore, I ask that the FCC require a V-chip band broad enough so parents could receive more than one rating system and require that the rating icon on the TV screen be made larger, placed more prominently on the screen and appear more frequently during the course of the program

Finally, I ask the FCC to require that the rating board be independent of the television industry and the FCC and include parents and to approve a rating system only if it is evaluated beforehand by independent research to determine that it meets the needs of parents.

Sincerely,

  
Marya Ann Garvey  
Los Angeles, California

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## PLE 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 Childrey (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

*Julie Blecker*  
*Memphis, TN*

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March 1997

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

M. W. GALLET  
56 Woodland Drive  
Pittsburgh, PA 15228

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, 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,

*Mayone W Gallet*

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**Mr. & Mrs. Robert C. Homberg**  
**1002-C Magnolia Woods Lane**  
**Edgewood, Maryland 21040**

April 3, 1997

Chairman Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M St. NW, Rm. 222  
Washington, DC 20554

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

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National PTA and the Abingdon Elementary PTA of Abingdon, Maryland 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 for parents to make decisions about what is appropriate TV programming for their children. As a parent, I do not want the TV industry to interpret what is best for my child. Instead, I want to make those choices for myself based on content information about the program. Any rating system without content descriptions on the screen and not publicized in periodicals that carry TV scheduling is useless. The FCC, by law, is required to determine if the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so, and I ask that the FCC not approve it. Instead, I request the following:

1. The FCC should accept no system which does not include content information (i.e. V=violence, S=sexual depictions/nudity, L=language).
2. The FCC require a V-chip band broad enough to allow parents to receive more than one rating system.
3. The rating icon on the screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program.
4. The rating board be independent of the industry and the FCC and that it include parents.
5. 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,



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