

CS 97-55

Dear Mr. Herdt - I would encourage a change in the current age-based TV rating system - to one of content-based ratings. Parents like myself want to know the content of programming; then, as a responsible parent, I will decide what is appropriate for my children's viewing. Thank you for your consideration.

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

Sincerely,

Josna  
Williams

CS 97-55

4-28-97

Dear Sir [REDACTED]

I am opposed to the  
age-based rating system  
for rating TV programs.

Please rate them by  
content instead +  
return to the Family Hon.

Thank you.

Marcia Bondema  
9941 Lendale St.  
Bellflower Calif  
90706

No. of Copies rec'd 0  
List ABCDE

April 12, 1997

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

Attn: Chairman Reed Hundt

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

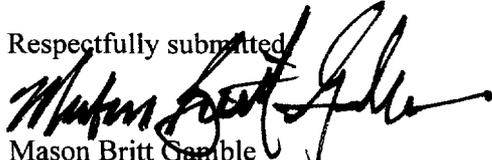
I am writing to oppose the V-chip rating system as presented by the TV Rating Implementation Group on January 17, 1997. The Rating System on the TV screen is "no good", as it does not provide sufficient content information so that I can make decisions about what is appropriate TV programming for my children. I do not want the TV industry to interpret what programming is appropriate for my children. I want to make the choices based on content information about the programs. Rating systems without content description is useless.

As I understand, the FCC, by law, is required to determine whether the industry's rating studies have 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; 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 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.

This issue is important to my children, my family and this great country.

Stop the industry rating system as it is proposed. Evaluate the importance of a content based rating system. Listen to the people.

Respectfully submitted,



Mason Britt Gamble  
6666 South Sheridan, Suite 210  
Tulsa, Oklahoma 74133  
V. (918) 488-0255 F. (918) 488-0257

cc: The Honorable Don Nickles  
The Honorable Jim Inhofe  
The Honorable Steve Largent  
The Honorable Tom Coburn

RECEIVED  
MAY 4 1997  
FCC MAIL ROOM

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

0

  
CORNERSTONE  
TELEVISION

  
April 29, 1997

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

RE: CS Docket No. 97-55

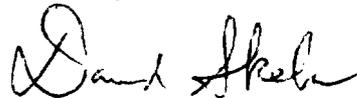
Dear Commissioners:

As Vice President/Director of Programming, I am writing to express my opinions about the voluntary rating system developed by the television industry. I think it was long overdue and that it is a step in the right direction. However, there are some basic flaws and improvements that need to be made:

- 1) The rating system needs to be more content specific — especially in regard to sex, violence and profanity.
- 2) The producer should not be the one to rate it. Some standard needs to be developed so that all programs are judged by the same criteria.
- 3) According to the FCC Children's TV Rule, we have to identify, by law, each children's program that meets the core definition by way of an icon or an announcement. Now, this will cause us to have to put a second identifier on each children's program. It gets confusing having a non-FCC required icon (by the MPAA) and one that is required by the FCC that is left up to each station to decide what it is.

I urge the Commission to recognize the important first step that the industry has taken and move to refine and make it better.

Sincerely,



David Skeba  
Vice President/Director of Programming

DS/rmr

Number of Copies rec'd 1  
DATE

*Life-Changing Television*

CORNERSTONE TELEVISION • WALL, PA 15148-1499 • PHONE: 412/824-3930 • FAX: 412/824-5442

RECEIVED  
MAY 5 1997  
FEDERAL COMMUNICATIONS COMMISSION  
MAY 19 9 46 AM '97  
CABLE SERVICES BUREAU

# Lessie Bates Davis Daycare #2

Mr. William F. Caton  
Acting Secretary  
Federal Communications Commission  
Room 222  
1319 M Street, N.W.  
Washington, D.C. 20554

FCC MAIL ROOM  
MAY 5 1997  
RECEIVED

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 inadvisable 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,



1045 State Street S East St. Louis, Illinois 62205 s s fax

No. of Copies rec'd  
List ASBDE

0

FCC MAIL ROOM  
MAY - 5 1997

CS 97-55

*Jessie Bates Davis Daycare #2*

Mr. William F. Caton  
Acting Secretary  
Federal Communications Commission  
Room 222  
1319 M Street, N.W.  
Washington, D.C. 20554



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,

*Catherine Grant*

1045 State Street S East St. Louis, Illinois 62205 S S fax

No. of Copies rec'd 0  
List ABCDE

# Lessie Bates Davis Daycare #2

Mr. William F. Caton  
Acting Secretary  
Federal Communications Commission  
Room 222  
1319 M Street, N.W.  
Washington, D.C. 20554

FCC MAIL ROOM

MAY 5 1997

RECEIVED

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

Sincerely,

*Stephanie Ross*

1045 State Street S East St. Louis, Illinois 62205 S S fax

No. of Copies rec'd  
List AS'902

0

# Lessie Bates Davis Daycare #2

Mr. William F. Caton  
Acting Secretary  
Federal Communications Commission  
Room 222  
1319 M Street, N.W.  
Washington, D.C. 20554

FCC MAIL ROOM

MAY 5 1997

RECEIVED

Dear Mr. Caton:

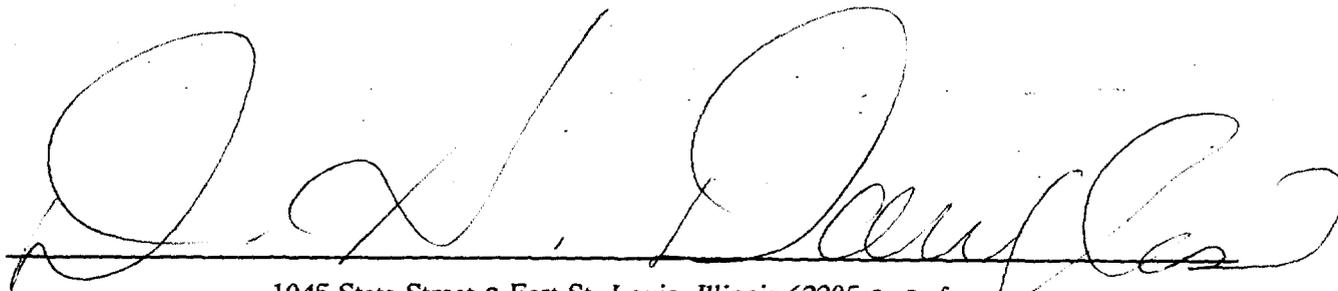
I join the National Black Child Development Institute in urging the Federal Communications Commission to rule the TV Parental Guidelines unacceptable. The proposal by the National Association of Broadcasters, the National Cable Television Association, and the Motion Picture Association of America does 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,



1045 State Street S East St. Louis, Illinois 62205 s s fax

No. of Copies rec'd  
List ABOVE

0

# *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

FCC MAIL ROOM

MAY 5 1997

RECEIVED

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.

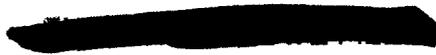
Sincerely,



# Lessie Bates Davis Daycare #2

---

Mr. William F. Caton  
Acting Secretary  
Federal Communications Commission  
Room 222  
1319 M Street, N.W.  
Washington, D.C. 20554



FCC MAIL ROOM

MAY 5 1997

RECEIVED

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,

Handwritten signature of Otanya Brown.

# Lessie Bates Davis Daycare #2

Mr. William F. Caton  
Acting Secretary  
Federal Communications Commission  
Room 222  
1319 M Street, N.W.  
Washington, D.C. 20554

FCC MAIL ROOM

MAY 5 1997

RECEIVED

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,

*Katrina Smith*

# *Lessie Bates Davis Daycare #2*

Mr. William F. Caton  
Acting Secretary  
Federal Communications Commission  
Room 222  
1319 M Street, N.W.  
Washington, D.C. 20554



FCC MAIL ROOM

MAY 5 1997

RECEIVED

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

Sincerely,

A handwritten signature in cursive script that reads "Op O Johnson".

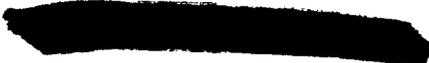
1045 State Street S East St. Louis, Illinois 62205 s s fax

No. of Copies rec'd  
LIS 48306

0

# Lessie Bates Davis Daycare #2

Mr. William F. Caton  
Acting Secretary  
Federal Communications Commission  
Room 222  
1319 M Street, N.W.  
Washington, D.C. 20554



FOO MAIL ROOM

MAY 5 1997

RECEIVED

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

Sincerely,

*K. The Stringer*

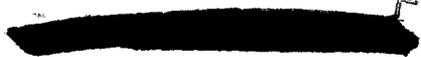
1045 State Street S East St. Louis, Illinois 62205 s s fax

No. of Copies made  
List AS/Dc

0

# 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



FCC MAIL ROOM

MAY 5 1997

RECEIVED

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 inadvisable 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,

*Angela Davis*

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

0

1045 State Street S East St. Louis, Illinois 62205 s s fax

"Fill out by Si... and return" Sign Your Name

# *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

FCC MAIL ROOM

MAY 5 1997

RECEIVED

Dear Mr. Caton:

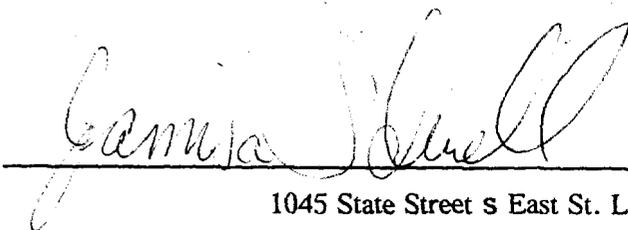
I join the National Black Child Development Institute in urging the Federal Communications Commission to rule the TV Parental Guidelines unacceptable. The proposal by the National Association of Broadcasters, the National Cable Television Association, and the Motion Picture Association of America does 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,



1045 State Street S East St. Louis, Illinois 62205 s s fax

No. of Copies rec'd  
List #1201

0