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CABLE SERVICES BUREAU

David Kaufman
Vice President & General Manager

April 14, 1997

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

RE: CS Docket No. 97-55

Dear Commissioners:

As General Manager of WMTW, I am writing to express my strong approval of the voluntary rating system developed by the television industry. This system builds on the 28 years of familiarity and success that the movie rating system has had and continues to have.

In the three short months the system has been in existence, my station has received only one call, and that was from someone requesting the toll free telephone number for further information.

The legislative history and the law make clear that the Commission should act only if the industry failed to do so. The industry has acted; it developed and implemented a voluntary ratings system that I feel is useful and easy to use. It easily satisfies the requirements of the Telecommunications Act of 1996 and unquestionably meets the standard of "acceptability" in the Act.

I urge the Commission to recognize the importance of what the industry has done and approve the TV Parental Guidelines.

Sincerely,

David Kaufman
Vice President and General Manager

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APR 17 1997

Federal Communications Commission
Office of Secretary

**COMMUNITY
CRIME
PREVENTION
COUNCIL**

220 No. 27th St. Rm. 217
Billings, MT 59101
(406) 259-4869

March 18, 1997

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

Our city is working on a campaign to reduce and prevent youth violence. The Billings *Care* campaign is a locally developed effort to encourage citizens to accept the responsibility for youth violence prevention by modeling and encouraging courteous and respectful attitudes and behavior. On behalf of the thousands of Billings residents who actively support this campaign, we are forwarding a copy of our primary awareness tool, the Violence Continuum. It is our hope that this tool may be of some assistance in the development of a content-based television rating system.

The current age-based rating system of the motion picture industry presumes that offensive language, casual sex, vandalism, drug abuse, robbery, assault, rape, murder, etc. are acceptable forms of entertainment if one is an adult. This concept may be encouraging young people to believe that participating in these activities is one way to prove to their peers their accelerated level of maturity.

Care is not about blaming the media for the increase in juvenile violent crime and teenage pregnancy in the past decade. But in a world where the average parent spends less than 12 minutes a day in conversation with their children and where children spend more time in front of the television than they do in the classroom, it is difficult to deny the influence of television role models on the formation of our children's character.

We urge you to approve a content-based television rating system rather than the age-based system presented by Mr. Valenti in January of this year. Don't place on the television industry, the burden of determining a child's readiness for exposure to questionable situations. Don't provide a scapegoat to those who continue to blame television for the erosion of social values.

- 1) Make the content of programs clear at the beginning and at intervals throughout the course of programs.
- 2) Allow parents, through the V-Chip, to block the transmission of programs that model or encourage attitudes and behavior which they deem unsuitable for their children.
- 3) Make viewers responsible for determining the level of offensive behavior to which they choose to be exposed.

We urge you to select a committee which includes parents and behavior specialists (independent of the industry and the FCC) to develop a content-based rating system for your approval. If you believe the enclosed materials could prove to be helpful in any way, please feel free to use them at your discretion.

Sincerely,

Sharon Cline
Co-Director, Billings *Care* Campaign

Jim Bryngelson
Co-Director, Billings *Care* Campaign

Lynn Davis
Executive Director
Community Crime Prevention Council

Charles F. Tooley
Mayor
City of Billings, Montana

SK

Enclosure



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April 1, 1997

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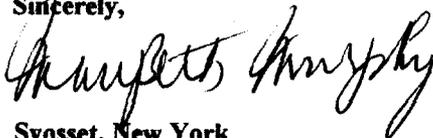
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The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so, and ask that the FCC not approve the industry rating system.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

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- That the rating board be independent of the industry and the FCC and that it include parents.
- 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,



Syosset, New York

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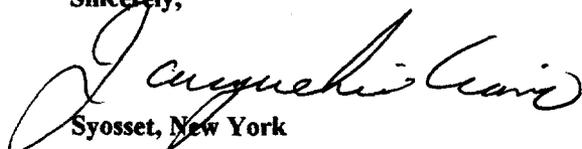
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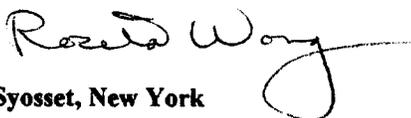
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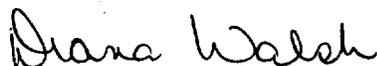
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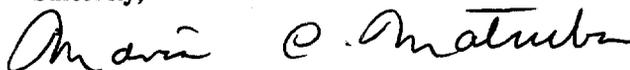
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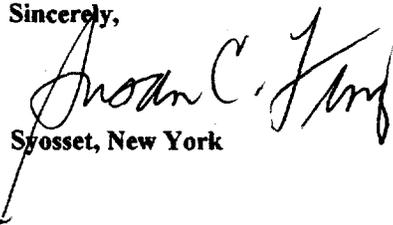
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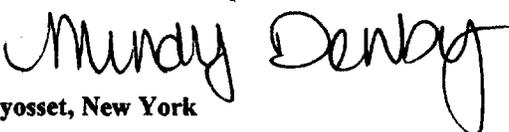
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Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Syosset, New York

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APR 17 1997

April 1, 1997

Federal Communications Commission
Office of Secretary

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

Dear Chairman Hundt and Commissioners:

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

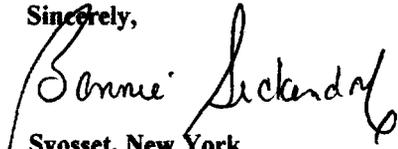
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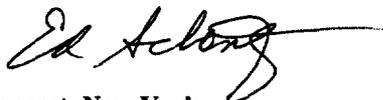
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Sincerely,


Ellen Schantz

Syosset, New York

April 1, 1997

RECEIVED

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

APR 17 1997

Federal Communications Commission
Office of Secretary

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Syoset, New York

April 1, 1997

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c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

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Office of Secretary

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Syosset, New York

April 1, 1997

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

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APR 17 1997

Federal Communications Commission
Office of Secretary

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

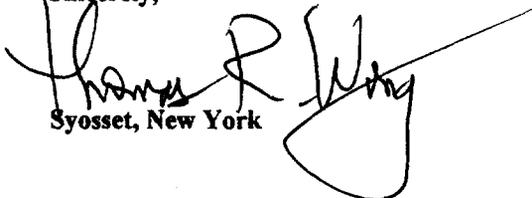
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Sincerely,


Thomas R. Syosset
Syosset, New York



April 10, 1997

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

RECEIVED

APR 17 1997

RE: CS Docket No. 97-55

FCC MAIL ROOM

Dear Commissioners:

As General Manager of WICS-TV, I am writing to express my strong approval of the voluntary rating system developed by the television industry. This system builds on the 28 years of familiarity and success that made the movie rating system has had and continues to have.

At our station, we received very little comment about the ratings. We received one call from a local elementary school. The school requested a copy of the new ratings to duplicate in their monthly news letter.

The legislative history and the law makes clear that the Commission should act only if the industry failed to do so. The industry has acted; it developed and implemented a voluntary ratings system that parents in the community find useful and easy to use. It easily satisfies the requirements of the Telecommunications Act of 1996 and unquestionably meets the standard of "acceptability" in the Act.

I urge the Commission to recognize the importance of what our industry has done and approve the TV Parental Guidelines.

Sincerely,

John V. Connors

President & General Manager

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WICS-TV
2680 East Cook Street • P.O. Box 3920 • Springfield, Illinois 62708
Phone 217-753-5620  **Fax 217-753-8177**

A Division of  Guy Gannett Communications



GARFIELD SCHOOL

1914 BROADWAY AVENUE

BOISE, IDAHO 83706

(208) 338-3445

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 17 1997

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

Dear Chairman Hundt and Commissioners:

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

I am (we are) writing on behalf of the National PTA and the Garfield PTA (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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

Sincerely,

"WHAT CHILDREN LEARN AND WHAT THEY BECOME DEPEND LARGELY UPON HOW THEY FEEL ABOUT THEMSELVES"

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Educating Today for a Better Tomorrow



GARFIELD SCHOOL

1914 BROADWAY AVENUE

BOISE, IDAHO 83706

(208) 338-3445

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"WHAT CHILDREN LEARN AND WHAT THEY BECOME DEPEND LARGELY UPON HOW THEY FEEL ABOUT THEMSELVES"

Educating Today for a Better Tomorrow

April 6, 1997

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

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APR 11 7 1997
FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

Dear Chairman Hundt and Commissioners:

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

We are writing on behalf of the National PTA and the McKee Elementary School PTA (West Allegheny School District, Imperial, PA) to voice our strong 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 the programs were conducted by the National PTA, *U.S. News and World Report*, and 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 publicized in periodicals that carry TV scheduling is useless.

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