

- That the 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 importantly to children and families.

Sincerely,

Mary Teachout
Robert Teachout

Mary Teachout

Robert Teachout

138 Hickory Circle

Imperial, PA 15126

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 Carolina 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, *Patricia Ahlmer*

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RECEIVED
APR 17 1997
FCC MAIL ROOM

April 11, 1997

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

RE: CS Docket No. 97-55

Dear Commissioners:

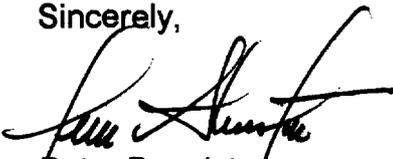
As General Manager of KTNV, I am writing to express my strong approval of the voluntary rating system developed by the television industry. This system builds on the 28 years of familiarity and success that the movie rating system has had and continues to have.

At our station, however, we have only received two comments regarding the ratings.

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 my 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 the industry has done and approve the TV Parental Guidelines.

Sincerely,


Peter Bannister
Vice President
General Manager

PB:sc

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[REDACTED]

Lopez Elementary School PTA
637 Wabash Street
Fort Collins, CO 80526

RECEIVED

APR 17 1997

March 31, 1997

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

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

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 Lopez Elementary School 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.

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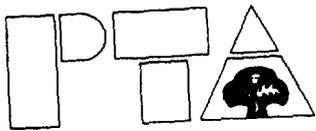
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- ◆ That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

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

Sincerely,

Christy A. Faircliff
(Name)
1180 La Edwards Lane
(Address)
Fort Collins, CO 80526

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FLORIDA CONGRESS OF PARENTS AND TEACHERS

~~REDACTED~~

April 7, 1997

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APR 17 1997

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

Chairman Reed Hundt and 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

No. of Copies rec'd 0
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On behalf of Crown Point P.T.A., I would like to express my concerns regarding the proposed V-chip rating system as presented by Mr. Jack Valenti and the TV Rating Implementation Group in January 1997. This system does not provide parents with sufficient information by which to guide their children television viewing.

Parents need content information as regards to violence, sex and language to make informed choices for their children based on specific content based TV ratings.

I support a system based on content and request the FCC not to approve the rating system as proposed by the television industry. Furthermore, the approved V-chip should be broad enough to allow parents to receive more than one ratings system which should clearly designate program content with a V (violence), S (sexual depiction) and L (language).

I thank you for the opportunity to comment on an issue so important to children and families.
Barbara Mac Gregor
CROWN POINT ELEMENTARY P.T.A.

(16)

RECEIVED

APR 17 1997

Federal Communications Commission
Office of Secretary

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

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Sincerely,

Shirley Mulligan

March 1997

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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

March 1997

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Sincerely,

Sharon Hermes

March 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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Washington, DC 20554

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Sincerely,

Abri Marshall

March 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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Office of Secretary

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

Sincerely,

Deborah A. Hull

RECEIVED

APR 17 1997

Federal Communications Commission
Office of Secretary

March 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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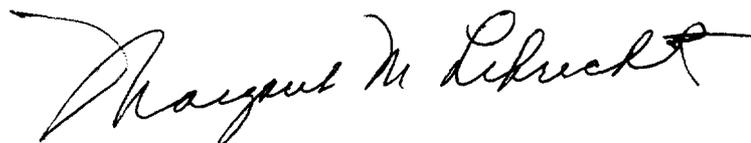
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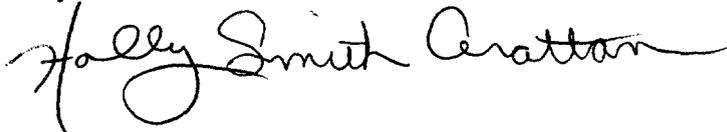
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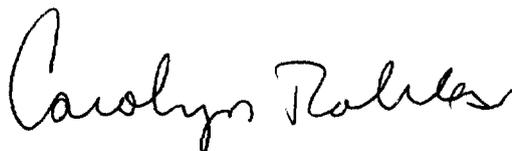
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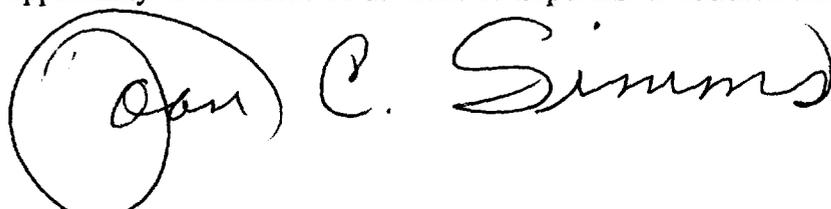
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Sincerely,

A handwritten signature in black ink, appearing to read "Dan C. Simms". The signature is written in a cursive style with a large, circular flourish at the beginning.

March 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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Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners:

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

I am writing on behalf of the National PTA and the Palmer 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 content of program 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 description 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,

Robert I. Muradian

March 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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1919 M Street N.W., Room 222
Washington, DC 20554

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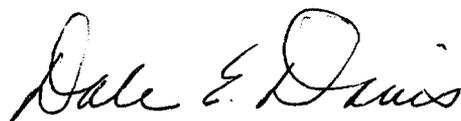
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1919 M Street N.W., Room 222
Washington, DC 20554

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Sincerely,



March 1997

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

DOCKET FILE COPY ORIGINAL

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 Colerain 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 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,

Diana Stobel
7242 Broadmore Dr.
Cincinnati OH 45247

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COLERAIN ELEMENTARY PTA

**4850 Poole Road
Cincinnati, Ohio 45251
March 26, 1997**

Dear Colerain Parents:

Our PTA received a **Call to Action** from the National PTA regarding the age-based television rating system being proposed by the television industry. I'm sure you have read about the new system in the newspapers and have seen it flash up on your TV screen at the beginning of programs.

This system does NOT provide parents and families with information about the content of the program. A better system would be one using ratings such as V (violent content), S (sexual content and nudity) and L (adult language). This would allow *parents* to judge what programs are acceptable for their children, not the television industry.

On February 7, the Federal Communications Commission initiated an 8-week comment period on the proposed age-based rating system. The FCC will accept comments from those interested until **April 8, 1997**. The Telecommunications Act of 1996 requires the FCC to "consult with appropriate public interest groups and interested individuals from the private sector" about the industry's voluntary plan, and then to determine if "such rules are acceptable to the commission."

We have attached a sample letter to help you build your own message and plea for changing the rating system. It may also be used as is: just sign your name and address at the bottom. You may also e-mail a message to vchip@fcc.gov. All letters *must* include the docket number: CS Docket No. 97-55, FCC 97-34 and must be received by the FCC no later than April 8, 1997.

We as parents want the FCC to put the decision-making power about television viewing back into the hands of parents. If we all pull together and let the FCC know our opinions, we can make a difference!!

Sincerely,

Rocky Pegg
Colerain Elementary PTA
Legislation Chairman

April 1997

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

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

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

We are writing on behalf of the National PTA and Transit Middle School PTSA 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 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,

Craig and Anne Zimpfer
55 St. Gregory Ct.
11000 ...

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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

DOCKET FILE COPY ORIGINAL

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.

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Sincerely,

Juska Cullen
Enoch, Utah

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