

Mr. Reed Hundt,

Since the rating system has generated effects instead the contents of the program and the rating don't match. For instance, 90210, noted PG, has graphic sex scenes, material that is for adults. A close seeming needs to occur, as a concerned parent to grandparent, I don't want my children or other kids to become numb to bad behavior. It causes them to accept any type of behavior as normal. Thank you for

577
650

0

Office of Consumer
Protection

Your time. As a concerned citizen I know you'll look into this matter carefully.

Thank you,
Sharon Dooley

Sharon Dooley
Sharon Dooley
1000 1st Street
Stockton, CA 95210



Being paralyzed and in a wheelchair can teach you many things — with years of practice, I learned how to draw holding pastel pencils between my teeth. While drawing these roses, I had to get close to my easel. I could almost smell their sweet scent! I hope this special card encourages you to look to the Lord so that you, too, can rise above your limitations!

— Joni Eareckson Tada
P.O. Box 3333 • Agoura, CA 91301

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RECEIVED S 97-55

BUCKET FILE COPY ORIGINAL

APR 28 1997

Federal Communications Commission 4-18-97
Office of Secretary

Honorable Reed Hundt,

I just want to write and tell you how concerned and disappointed we are with t.v. we're has the family hour gone? I'm opposed to the age-based rating and wish you would base the rating on content. Please bring back some t.v. family can enjoy.

Thank you

Tammy Jenks

No. of Copies rec'd 0
List ABCDE

CS 97-55

DOCKET FILE COPY ORIGINAL

April 22, 1997

The Honorable Reed Hundt, Chrm.
FCC, 1919 M STREET
Washington, DC 20554

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APR 28 1997

Federal Communications Commission
Office of Secretary

Dear Chrm Hundt,

I'm very concerned about the level of sexually explicit, violent, and profane television programs. Studies show it is damaging our children and our culture. Please consider the cultural and moral decline of this nation and the influence television has. I am opposed to the age based rating system. I want a content based system and would like the return of the family hour.

Sincerely,
Nancy J. Myers.

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0

MR. HUNDT,

4-22-97

CS97-55

In Response to ~~TV~~ RATINGS,
I feel most Parents Don't
HAVE time to (OR DON'T)
teach MORALS & right from
WRONG to there children
so they WANT Government
to set MORAL STANDARDS
FOR there children. IF the
PARENT DON'T teach OR
enforce MORALS ANYWAY
what is to make someone
think they would Follow
the RATING Guidelines, & ^{AGAIN}
MORALS would Be self-taught.
THANK YOU. DAVID NEUMAN
David K. Neuman

4/1/97

REC-ES DOCKET NO. 97-55 - Comment
on Industry Proposal for Rating Video
Programming.

We would like to oppose the meaningless
system that the TV business is trying to pass
off as a help for parents - when it really isn't.
Please don't use the v.chip rating system as
an excuse not to enforce the broadcast indecency
law against TV stations
M/M R. Colbeth

Holzschneider Wilhelm Steffl
Werkstätte und Wohnhaus
Werdenfeller Straße 26 88 22 / 905
8107 Ettal / Obb.

Mrs C. Elsaesser
13611 Tanglewood Dr
Dallas, TX 75234-3841

97-55
Dear Mr. Hundt. We
strongly urge you to
reject the TV rating
system. It is totally
useless & certainly de-
ceptive.

Yours truly,

Mr. Co.

Nr. 10.299

MAIL ROOM
APR 20 1997
DL 39 04 05 97 15243 431 NOV 1997 20066

Verlag Huber, D. 8100 Garmisch-Partenkirchen, Postfach 48 0 88 21

To:
Mr. Reed Hundt
P. O. C. Chairman
1919 M. St. N.W.
Washington D.C.
20554

Tell the FCC how you feel

Under the 1996 telecommunications law, the FCC must decide if the current TV ratings system devised by the TV industry is acceptable. If it is not, a committee will be appointed to propose a new system. The law calls for the creation of a "V-chip" system for television sets that will allow parents to block out objectionable programs.

The official deadline has passed for public comment on the TV industry's proposal, but a rebuttal period continues until May 23. FCC chairman Reed Hundt has said the commission will hold public hearings on the issue.

A number of children's advocacy groups and two dozen mem-

bers of Congress have urged the FCC to reject the current system in favor of one that contains descriptions of a program's content.

Here are the addresses for those wishing to voice their opinions to the FCC.

Reed E. Hundt,

FCC chairman

1919 M St., N.W.,

Washington, D.C. 20554

If you prefer to send e-mail, Reed Hundt's address is

rhundt@fcc.gov

And if you want to call, the FCC may be reached at (202) 418-1600.

— Michael Storey

WEDNESDAY, APRIL 22, 1997 • •

TV today

L/R/N/LR
cable channel no.

6:00 p.m.

6:30

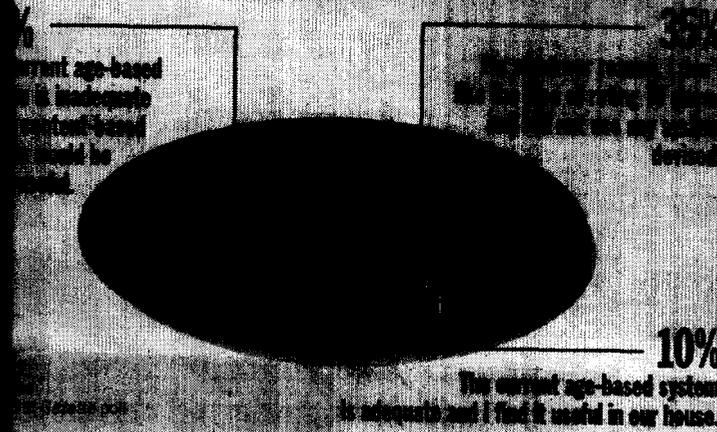
3

2 PBS
AETN

The NewsHour With Jim Lehrer: Jim Lehrer details the day's top stories. (cc) 85990

What Arkansas parents think about the current TV ratings system

In a recent Arkansas Democrat-Gazette poll, we asked parents to pick one of three choices. Here's how they responded:



Arkansas Democrat-Gazette/MATT JONES

Apr 22, '97

Mr. Reed E. Hundt,
 FCC Chairman
 1919 M St. N.W.
 Washington, D.C. 20554

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APR 28 1997

Federal Communications Commission
Office of Secretary

Sir,

The Arkansas Democrat Gazette today ran an article dealing with the v.o. Rating code now in use. They gave a sampling of opinion taken from around the state.

Be informed initially that this newspaper owned by W. E. Hussman and edited by Paul Greenberg is a Republican right wing organ known to slant its reporting and editorializing.

They will include minute samples of matter on the other side of issues in question but do it in such a manner that it ridicules their opposition.

It is common knowledge in

27 These parts that Hussman couldn't defeat the Dozette so he bought it out. That is generally the Republican Conservative tactic used to advance their agenda. Not that I am necessarily allied with the Democrats. I think them both corrupt and self interest reigns supreme on both sides. Like the old barroom joke goes, "I know what you are lady - I only need to know what your price is." They've both got callouses on their backs. The Republicans are just more blatant with it.

Your address was given and opinions solicited on the "ratings system". Here's mine: The puritans who want government protection for their kid's morals are the same bunch who

3 are screaming that we have too much government in our lives. They want someone or something else to do the boring part of parenting and to say "no" to their kids when they don't want to take the heat for saying it to them themselves. They want devolution to the state of all or most authority and regulation but let a tornado, hurricane, drought, flood, pestilence or disease strike any state at any level and

they're the ones screaming for "Federal Aid" to fix it all. Never do they want to admit that the one who pays the bills will always make the rules.

Mr. Hand, the definition of violence, smut, pornography, immorality, and on and on will vary according to the

4/ perception of the viewer.

Personally, I view the
spies of money grabbing,
scripture twisting, bigots
who con trusting old folk
or the simple minded out
of their badly needed
resources "in the name
of God" to be pornography
of the vilest kind. I
view "Psychic Line" programs
as polluting and violent
to the simple who waste
the substance needed by
their families and children
on such fraudulent and
lying charlatans. The omnipresent
"exercise machine vendors"
are another form of pornography
because lying and fraud
are more destructive and
essentially evil than bikini
suits and breast implants.

These nuts carry the
most relevant portions

5 of their religions in their collective wretch and you could never make any program "pure" enough for their tastes.

The violence is done to children not by the screened material so much as by the "parents" who keep birthing kids into the world then try to raise them by proxy with their heads in the sand. Rather than to shield them from all things discomfiting - let them be taught by word, deed, and personal example to know what is desirable, what is not, and why it isn't. Watch whatever they wish, within reason, with them and comment, question, and teach what you don't like and why you don't.

6/ I do not need nor do I want Uncle Sam or any blue nosed religious zealot in any way censoring what I can watch. If I don't want it I can turn it off or change channels. If my children are to be left unsupervised I can disable the T.V. or not leave it accessible. If the neighbor watches things I don't want my kid to see then it's my place, not the government's, to make sure my kid doesn't go there.

I'd be the first to say that the drivel normally shown on normal networks is garbage that is stultifying to the growth of anyone of any age's mind. Cable isn't a hell of a lot better.

2) Those who need but can't afford the few educational and uplifting programs on most cable systems are the very ones condemned to receive only the vapid, cruddy, vacuous junk on networks. There is hardly any enlightening programming on there and our airwaves have been turned over to the mercenaries who bought broadcast rights without our input or approval. We can accept their crap or do without. "Roseanne is a pig" is a redundancy! Seinfeld is more of the same. Very few black, spanish, or asian folk are represented and what few are there are shown in assinine presentations or in situations stereotypically uncomplimentary to their social and ethnic cultures. Worse, they have no choice.

8/ When a political address is given it's invariably followed by a commentator who tells us what was said and the spin or slant is put on to suit the programmer. The cost of ads, both political and normal business ads, are grossly overpriced and there is little or no truth in the content and presentation of most of it. No one is minding the store on that issue in most cases. It's just "watch the bottom line and screw the viewing public."

There already has been far too much concentration of ownership and control of all forms of media - especially or television. The more power the moguls have, the more they are in a position to accrue and the easier it is to manipulate those

10/ Mr. Hunds, I am outspoken
and straightforward. I don't
pull punches nor do I
approach touchy issues
with timidity. You may
or may not personally
read this letter. Your
subordinates may substitute
their judgments for yours
and decide you don't
need to read this or don't
have the time to spare. If
so, that's sad indeed!

I'd very much like a
personal reply with your
views of my views. If
I can't get that - somebody
please acknowledge receipt
of this missive.

Respectfully

Karl J. Hansen
25615 LONOKE LN.
HENSLY, ARK
72065

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APR 28 1997

April 7, 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

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,

Linda J. Chambers

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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

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APR 28 1997

Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners:

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

I am writing on behalf of the National PTA and the 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.

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- * 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,

Patricia A. Halton
1030 Mandana
Collingswood NJ 08107

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

APR 28 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 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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- * That the FCC require a V-Chip band broad enough that would allow parents to receive more than one rating system;
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- * 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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FOX

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APR 21 1997

FCC MAIL ROOM

April 18, 1997

STEVE THOMAS

Vice President

General Manager

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

RE: CS Docket No. 97-55

Dear Commissioners:

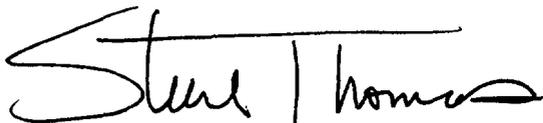
As General Manager of WXTX-TV, FOX 54, I am writing to express my strong approval of the voluntary rating system developed by the television industry. This system builds on the 28 years of familiarity and success that the movie rating system has had : and continues to have.

In the three short months the system has been in existence, my station has experienced a very positive response by the local community and a basic understanding to this proven method of rating. This is evidenced by the fact that we have almost no calls seeking understanding or people complaining.

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 unquestionable 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,



Steve Thomas
Vice President, General Manager

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APR 28 1997

FCC MAIL ROOM

April 15, 1997

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

RE: CS Docket No. 97-55

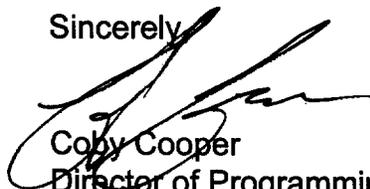
As Director of Programming, WIS Television, Columbia, South Carolina, I am writing to express my approval of the voluntary ratings system developed by the television industry. This system builds on the 28 years of familiarity and success that the movie rating system has had and continues to have.

In the short period of time the system has been in existence, my station has received little comment about the ratings. However, what WIS has heard from the community has been mostly positive. The comments are mostly questions directed towards understanding the icons and also thanks for participating in efforts to inform parents about programming their children may be watching.

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 standards 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



Coby Cooper
Director of Programming
and Broadcast Operations

FC Federal Communications Commission

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APR 28 1997

Federal Communications Commission
Office of Secretary

TV Ratings Proceeding Comments - First File of E-Mail Comments

Please note: The e-mail comments to this proceeding are divided into two files for ease of management.
[Click here to access the second file of e-mail comments](#)

The Commission is pleased to offer the following e-mail comments submitted in response to the Public Notice in [REDACTED] regarding the industry proposal for rating video programming.

From: Jacqueline Krause
To: A4.A4(vchip)
Date: 2/20/97 7:10pm
Subject: (no subject)

Dear fcc,

I am writing in response to the v-chip. I believe that the chip is a great way to monitor the television viewing of children. I still wholeheartedly believe that the parent should be active in the child's life, including the child's television viewing. However asking parents to play an active role in a child's life seems to much, the v-chip offers the best solution to the lack of participation on the parents part. The television ratings we have now are too lenient and are not well defined. The standards should be tougher. Children are having enough difficulty developing normal lives, TV does not need to add in to this social disaster. Just flat out sexual, violent, indecent material should not be seen by children.

Thank you for listening to my comments. I greatly appreciate it. I am excited to see the new televisions out on the market containing the chip.

Jacqueline Krause

From: FCCINFO
To: FCCMAIL.SMTP("m.mcphail@mail.utexas.edu")
Date: 2/18/97 7:31am
Subject: ATTN: CHAIR AND ALL MEMBERS -Reply

Your comment has been forwarded to vchip@fcc.gov.
Please access additional information at <http://www.fcc.gov> and click on v-chip under "Hot Topics."

>>> Michael McPhail 02/12/97 09:03pm >>>

I was shocked to learn that a recent episode of "Murphy Brown" featuring a plot about gay people and gay characters received a TV 14 rating while an episode of that same show about adultery escaped with only a TV PG rating. This reeks of homophobic discrimination. Please change rules about the TV rating system to mandate equal treatment for heterosexuality and homosexuality. Thank you.

From: Frank Baker

No. of Copies rec'd 1
List ABCDE

To: A4.A4(vchip)
 Date: 2/13/97 7:55am
 Subject: Comment

Dear Sirs:

The new TV ratings are a joke. Recently, on a Friday night, I sat down to watch programming on the ABC TV Network. My sons, aged 12 and 10, were tuned in to the sitcom "Clueless." I noticed the rating was TV-G, so, I figured, no problem. Within the first 10 minutes of this program, the word "naked" was used as well "privates" referring to the anatomy. Now I'm no prude, but I fail to see how this program could be rated TV-G. Who is making these decisions? What are their qualifications for judging? Are these "network" shows made available to local stations ahead of time so that local stations can also review and change the rating? I agree that any rating better than none, but you must come up with a better system.

 Frank W. Baker
 Sr. Manager, Distance Learning/ITV
 Office of Instructional TV
 Orange County Public Schools
 445 W. Amelia St. 5th Floor
 Orlando, FL 32801

Phone: (407) 317-3200 ext. 2503
 Fax: (407) 317-3325
 Email: bakerf@ocps.k12.fl.us
 ITV Web Page: www.ocps.k12.fl.us/~itv

From:
 To: A4.A4(vchip)
 Date: 2/7/97 2:20am
 Subject: Commenting from file

X-Personal_name: Judy Schwartz
 From: jschwartz@mecn.mass.edu
 Subject: Vchip and ratings

Hi there!!

Just wondering -- why not let us program that 'lil Vchip ourselves. We could establish our own rating system, based on our own criteria, or, we could just program in someone else's ratings. Give us the control over the thing, not some outside agency. We've got the country, we don't agree on anything! SO, do a real service, and let us decide...

Thanks--

Judy

From: Andrew C. Hawkins
 To: A4.A4(vchip)
 Date: 2/17/97 11:37pm
 Subject: comments on the rating system

Dear Sir or Madam,

I just wanted to submit some ideas on the ratings system currently in place. I acknowledge that any step the FCC takes to help inform parents of television content is a step in the right direction. However, it seems that there are a few bugs in the system (many of which I am sure are already being resolved).

The first thought I have is about the ratings criteria. A uniform method of assigning ratings would ease many parents' minds and give much more confidence in the system. If television executives had a questionnaire-type form which determined the rating a show to receive, the public could count on the ratings meaning the same thing across networks.

time slots.

Also, more frequent display of the ratings, possibly after each commercial break, would increase the effectiveness of the system. Many people tune in after the show has already begun. Another way of dealing with this would be to include the ratings in the television guides which are published by newspapers and TV Guide.

Content-based ratings would also be much more helpful to parents. I understand the logistics of this suggestion, but a coded rating system like that being suggested for would be infinitely better than the vague age-based ratings of movies and the current Parents have a right to decide what age their children will be exposed to different content. Using abbreviations like S for sexual content, V for violence, etc., as well as a moral scale (i.e. 1-5) would help parents make these decisions.

Thank you for taking the time to read my suggestions.

Aimee M. Barton
Barton@flyernet.udayton.edu

From: davidw
To: A4.A4(vchip)
Date: 2/17/97 9:00pm
Subject: commercials

V-chip will do little to filter shocking frontal assault TV commercials that are aired at inappropriate times. Maybe we need a commercial filtering device, or limit airing of commercials to same timeframes as shows being advertised. Best yet, just leave TV for the most part a spiral descent and read a book or work on your computer.

From:
To: A4.A4(vchip)
Date: 2/12/97 4:00pm
Subject: CS docket no. 97-55

To: FCC

From: Mitchell B. Turner
5611 Forest Haven Cir #208
Tampa, FL 33615

Re: TV Programming Rating System

The proposed TV programming rating system is a step in the right direction but it falls in a very important respect. In the Telecommunications Act, Congress called upon the programming industry to establish a voluntary system to provide parents with information concerning "programming that contains sexual, violent, or other indecent material about which parents should be informed" that is shown on television. Unfortunately the proposed system does not specify what the nature of the content might be.

It is my opinion that parents need to differentiate between sexual and violent programming. With the Motion Picture Industry rating system there is usually an additional comment with the rating symbol which indicates why a movie may have received a PG or PG-13 rating, nudity, sexually explicit scenes, violence, etc. This would be a valuable addition to the TV programming rating system. Please don't leave parents guessing as to what they could expect from a particular show with a TV-GP or TV-14 rating. It should not be hard for the industry to add an L, S, V or other indicating letter to the rating system.

We need to give parents as much information as possible, not the least required by law.

Thank you for providing this method for sending comments on important issues before they are decided.

Mitch Turner