

From: David Abigt  
To: A4.A4(vchip)  
Date: 2/12/97 11:17am  
Subject: CS Docket No. 97-55

There never will be a substitute for a parent getting involved with their kids. Leaving it some chip will probably just make it worse if the parents think it match thier values some how. I work in the computer industry and I see people all the time that seem to believe we really have thinking machine that can do thier job for them. People complain about how the movie ratings are not reliable any more how's a chip supposed to judge. Just ends up raising the cost of a new set.

Dave Abigt  
P.O. 1669  
Leander Tx. 78646-1669

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From: doug taylor  
To: A4.A4(vchip)  
Date: 2/18/97 11:39pm  
Subject: the current rating system

As I have been watching television the past few weeks, I have noticed that the curren rating system is so vague to be of much help. I feel that if a rating system similar the computer game's industry, where they rate violance, nudity, language, and adult subject matter were adopted it would be of more use to a parent in deciding what to allow there child to watch.

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From: David Melton  
To: A4.A4(vchip)  
Date: 2/16/97 1:44am  
Subject: Current TV Rating System

Although I applaud the National Association of Broadcasters ("NAB"), the National Cab Television Association ("NCTA") and the Motion Picture Association of America ("MPAA for their efforts to implement a rating system for Television Viewing, the current m does not provide a means by which I can judge the CONTENT of the show. The current rating system still places the subjective judgment of the entertainment providers in "loop", i.e. their opinion of what constitutes a TV-G show may not be what I considere General Audience show. I would prefer instead, or in addition to the current rating system, a method adopted by HBO, which provides CONTENT advisories about the movie o show, which allows me as a parent to decide what is appropriate for my children. I' sure with the proper motivation the Entertainment Industry will acquiesce to the des and recommendations of the viewers to provide content advisories.

Regards,

David P. Melton

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From: VideoLab  
To: A4.A4(vchip)  
Date: 2/3/97 3:51pm  
Subject: disclosure of industry system

Your web site states: "On January 17, the television industry submitted to the FCC fo review a voluntary system of parental guidelines for rating television programming." Please make available on your web site that which was submitted to the FCC.

Sincerely,  
Tom Anderson

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From: Susan West Richardson  
To: A4.A4(vchip)  
Date: 2/28/97 11:57am  
Subject: Formal and email responses

We are a mass media class at Pearl-Cohn High School in Nashville studying the new rating system. We're inquiring about what is the difference between an e-mail response and formal response concerning the television ratings system. In other words, is an e-mail response not considered formal? Thank you for your help.

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From: Jerry M. Landay  
To: A4.A4(vchip)  
Date: 2/28/97 1:01pm  
Subject: MPAA-drafted code

To the Commissioners:

As any attendee to a movie theatre well knows, the Valenti-backed motion picture code based on age is remarkably without meaning or effectiveness. There is no argument all for transferring it to television, unless it is to protect vested commercial interests. I thought we were interested in safeguarding kids and the public interest, not commercial business.

The FCC, a public agency, must begin taking a pro-public position on this and other critical mass telemedia issues.

Content-based v-chip coding is, by definition, the only criteria that will work. The Valenti first-amendment threat is one that must be tested in court. Whose first amendment is it, anyhow?

Jerry M. Landay  
Professor emeritus  
The University of Illinois

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From: GEORGE J. HARRITOS  
To: A4.A4(vchip)  
Date: 2/16/97 10:33am  
Subject: the new television rating system

This message is in regards to the rating system that has been established this year. The process in which the rating system is used I believe is bound for certain failure. Since the system is devised to regulate programming for children, wouldn't it be wise to have a group of individuals that are not involved in the production of the program to give their opinion rather than persons making the programs. I think it is the "fox guarding the house" scenario. The FCC at this point in time have left it up to the networks to regulate themselves, which I find somewhat comical. This week (10FEB97), a parent teacher group have come up with a rating system to rate the television programming industries rating. As of (11FEB97) on the CBS evening news, this parent teacher group graded them which their eyes failed miserably.

I also realize that this rating system has only been implicated for approximately five to six weeks, but before the programming industry becomes set in their ways of rating programs, they should either be regulated more, turn the rating system over to a parent teacher type group for their rating system, or have the parent teacher group and the producers of programs all at the same time grade the television programs.

Thank you for time,

Jason Quillen

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From: Robert R. Beattie, Sr.  
To: A4.A4(vchip)  
Date: 2/28/97 7:31pm  
Subject: Opposed

FCC,

I am opposed to requiring universally requiring ALL TVs to have the new v-chip. My wife and I have no children to protect to justify the cost to purchase the new expensive equipment.

Make the new equipment an option for those who believe they need it.

Older people who are just about making it on a fixed income are losing their ability to survive by the the government taking away many benefits a little at a time, public assistance, medicare, etc.

Now we face the government adding high priced additions to their television equipment. We all have to buy sets at some time or other. Perhaps we should educate the parents to monitor and control their offspring.

Bob Beattie - N3VWL - rbeattie@epix.net

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From:  
To: A4.A4(vchip)  
Date: 3/11/97 11:27pm  
Subject: Proposed Rating System

I am a member of the PTA in Montgomery County, Maryland.

I am writing to express my opposition toward the proposed age-based rating system for television shows and to let you know that I thoroughly support descriptive content-based rating systems for television (V=violence, S=sex & nudity, L=adult language).

My husband & I both feel there is too much sex, violence, and trash on the TV and find it difficult to find programs that are suitable for the whole family to watch together. We have found that some of the "G" and "PG" rated movies/shows contain questionable language.

We urge you to implement the descriptive content-based ratings.

Sincerely,

Mr. & Mrs. R. T. Varkalis

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From: Peter Wirth  
To: A4.A4(vchip)  
Date: 2/15/97 4:09am  
Subject: Proposed Rating System

Dear FCC,

The level of violence in television is significant. At the very least we should have a content based rating system. This will be a step in the right direction. An age based system is not good enough.

Peter Wirth  
Syracuse, NY

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From: A.J. Warner  
To: A4.A4(vchip)  
Date: 2/19/97 10:18am  
Subject: Question from Manufacturer

Dear FCC:

I have searched the internet for specific information regarding the implementation of the V-chip, but have not found anything helpful.

I work with companies that manufacture TV/VCR combos and projection TVs who hope to begin studying how best to implement V-chip technology as soon as possible. So far, they have received no information from which to begin.

Could you please direct me to a V-chip expert or related organization that can answer specific technical and legal questions.

Thank you for any help you can provide.

Best Regards,  
Andrew Warner, NSA

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From: matthew gatto  
To: A4.A4(fccinfo)  
Date: 2/26/97 3:51pm  
Subject: Rating System

The tremendous impact of television on children has received much attention from sociologists, scientists, politicians, and educators for the last two decades. The voluminous literature regarding the impact of television on children and society in general must receive proper attention from those within the industry. The new ratings system illustrates the television industry's response to this need, and I applaud any response in a positive direction. However, what constitutes "proper attention"? And, what responsibility does the television industry have to its viewers?"

The current rating system has only been implemented for several months which makes analysis of its success or failure difficult. However, the effectiveness of the system can be adequately determined by evaluating the system on its own terms. That is, does the system itself do what it attempts to do for television viewers? The answer to this question is difficult, indeed, the ratings system fails because it does not. Unless I am mistaken, television ratings are an attempt to provide parents with a consistent marker of the appropriateness for a particular television program. The producers of a show rate each program according to a criteria set by the television industry. Assuming the criteria is known by all the producers, they should be in agreement concerning the rating a particular program will receive. The elements in any such system are an understanding of the criteria by the producers, consistent application of the criteria and accessibility to the meaning of the criteria by the viewer. It would appear as though the ratings system is not consistent insofar as producers may significantly influence the rating a particular television program should receive (indicating a problem with the criteria or a problem with its explanation) resulting in inconsistent application which produces utter confusion for the viewer.

Insofar as the television ratings system cannot be held up to its own criteria, it is a failure. This is not what is meant by "proper attention". "Proper attention" requires focus, strategy, and many hours of arduous research. If the television industry is to give "proper attention" to the social impact of television, it must develop a consistent, and accessible system by which parents can regulate their children's exposure to certain television programs.

If the television industry is not able to fulfill this responsibility, then the FCC and the television industry ought to form an independent panel or committee that does it for them.

From: L. Wells  
To: A4.A4(vchip)  
Date: 2/12/97 9:51pm  
Subject: Ratings System

The current ratings system is a farce.

When choosing programs to watch with our children we need to know why it is rated one or the other - whether it is violence, sexual content, story matter, etc. to make a intelligent choice. The current system does not tell us that.

We have spent a significant amount of time in Australia. The ratings system there is effective and the shows are less offensive, partially as a result of the ratings syst Why not try to emulate something which has a track record. Everyone knows the movie r system is not working well.

Thank-you for your time.

Lee Wells lee\_wells@hphc.org (work) lwells@ici.net (home)  
Ph: 1-617-421-2343 (Voice Mail)  
Fax: 1-617-585-5534 (private)  
February 12, 1997  
9:51 pm

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From: FCCINFO  
To: FCCMAIL.SMTP("marcello@sirius.com")  
Date: 2/6/97 9:32am  
Subject: Ratings Schlock -Reply

I'm writing in response to Jack Valenti's latest censorship scheme, the = so-called "voluntary" age-based "ratings" system.

Who are Hollywood executives to tell the rest of America what is = appropriate for which age group?

Why not simply list categories of content -- such as strong language, = adult themes, graphic violence, etc. -- and allow concerned parents to = decide for themselves how to best guide their children through the = television landscape?

I've already witnessed examples of this ratings system being used to = stifle controversial subject matter. For instance, two recent episodes = of Murphy Brown were given two separate ratings: TV-PG, and TV-14. The = milder rating, TV-PG, was given to an episode about a heterosexual = romance. The more restrictive rating, TV-14, was given to an episode = regarding a homosexual character. The "queer-themed episode's approach = to homosexuality is anything but overt, unlike the more blatant hetero-eroticism suggested in the other episode.

Right-wing organizations, such as the American Family Assn., have = already targeted the companies that advertise on shows with a TV-14 = rating for boycotts.

This ratings system is censorship, plain and simple. Although not as = overt as book burning, the end result is the same. Using the = "marketplace" to dictate what is acceptable for our children means that = adults will have only to choose from that which is appropriate to a = nine-year-old.

Sincerely,

Marcello Lanfranchi  
Oakland, CA

From: Elizabeth Parks  
To: A4.A4(vchip)  
Date: 2/25/97 3:55pm  
Subject: Response to FCC

Elizabeth Parks

Undergraduate Student  
University of Dayton  
February 25, 1997

To Whom it May Concern:

I am writing in response to the FCC's V-Chip Homepage Public Notice. Within this notice, the FCC described that they were interested in the public's opinion on a rating system for television programming established within the Telecommunication Act 1996 and the device called the V-chip.

I am currently an undergraduate student at The University of Dayton. This semester I am taking a course called Television and Its Effect on Children. Within this class as a group, we have discussed both of the topics mentioned above and have critically read material concerning the positive and negative effects of both. I write my concerns on the knowledge that I have gained from this class and my concerns of being a future parent faced with making decisions about television viewing for my children.

My concerns about the process currently used for rating television programming specifically with age vs. content based ratings and that the ratings for the specific programs are only shown for a limited amount of time. Currently, each program is rated based upon the show's material and how it is appropriate for a specific age. Although there is a distinction between young children and adolescents, I do not believe that is enough. Many times I have watched individual segments which I have felt that the content was inappropriate according to the specific rating that the program was given. I believe that with the current system, meaning that shows are rated by age, I do not feel that it gives the viewers an appropriate idea about the kind of content that will be discussed throughout the program. I would like to see the FCC consider a more content-based rating system. I believe that dividing up a program's content into categories concerning sex and violence gives the viewing audience a more specific idea about what will be seen in the specific program.

My other concern about the current television rating system is that the rating is only shown at the beginning of the show and/or in intervals of every half hour. I believe that this will be sufficient because of the possibility of many television viewers missing the beginning of the program and then not knowing how the program was rated. I understand that having a rating in the top corner of the screen the entire program would be an annoyance for some people, but I also feel that parents have a right to be informed of the rating of a program even if they were not there when the program started.

Concerning the device which is called the V-chip, I can see both positive and negative effects. I think that the development of this type of regulation is a step in the right direction, but should not be thought of as a final solution. I feel that the V-chip should not be used as a crutch by the television industry to divert attention away from better regulation concerning the development of new programming. Certain television programming should be considered inappropriate period! Justification by saying that the viewing audience needs a V-chip to block out any offensive programming should not be a solution. My concern is that the V-chip will give the television industry the opportunity to develop even more inappropriate television programming if they feel that people have the means to block out the program using the V-chip. I believe that using the V-chip in addition to active involvement concerning the type of programming you want to watch, as well as what you want others in your family to watch has positive benefits.

Overall, I believe that the process of regulating television programming by means of both the rating system and the V-chip are a step in the right direction. I feel that they should be used in conjunction with active participation on the television viewer's part to be beneficial. Let us not be satisfied with this little step forward, but continue to be part of the progress that the FCC and the general public want and also deserve.

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From: Bill Szuch  
To: A4.A4(vchip)  
Date: 2/16/97 8:47am

Subject: Responsibility

Good Day,

I think voluntary ratings are the most that should be required. It is the responsibility of the viewer to determine what will be watched. If children are the viewers, it is the responsibility of the parent, or parents, to set limits.

The government is not responsible for cenorship. No matter how well worded, the language of the law will be interpreted other than from the original intent.

We have entirely too many laws on the books now!!!!

The regulation of rates is much more important.

If individuals want to look at, or read, pornography let them. It's their mind-set and value system. It's not my responsibility, or the government's, to legislate their morality. I can't force them to go to church, so why should I, in th person of my government, spend time and money on legislating what they will watch.

Being the NON-owner of a Television -- haven't had one for 20 years -- I thin the act of watching T.V. is a big waste of time. It's a passive activity, requiring critical thinking on the viewers' part. Truly the BOOB TUBE!!!!!!!!!!!!!!!!!!!!

God Bless,

Bill Szuch

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From: Janet Newman  
To: A4.A4(vchip)  
Date: 3/1/97 10:09am  
Subject: television ratings

Dear Chairman Hundt and Commissioners,

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

I am writing because I am opposed to the proposed age-based rating system as submitt by the Television Rating Implementation Group, chaired by Jack Valenti. As a parent I want to have more specific information about the content of individual programs, no an age group rating. I would want this information available to me in the TV schedul and on the TV screen.

I am also concerned that a rating board be established that is independent of the movie/television industry and includes parents. The rating system approved by the FC should be evaluated by independent research to determine if it meets the needs of par

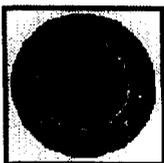
Thank you for considering my comments on this issue.

Sincerely,

Janet Newman  
Bountiful, UT

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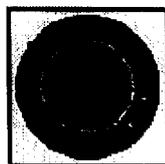
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**[Return to the V-Chip Page](#)**

Please send non-e-mail comments to the Federal Communications Commission, Cable Services Bureau, Office of Government and Public Outreach, Room 250, 2033 M Street, N.W., Washington, D.C., 20554.

Send informal e-mail comments for the proceeding to: [vchip@fcc.gov](mailto:vchip@fcc.gov)

Send e-mail to the Webmaster at:  [awise@fcc.gov](mailto:awise@fcc.gov)

 **Federal Communications Commission**

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## TV Ratings Proceeding Comments - Second 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 first file of e-mail comments](#)

The Commission is pleased to offer the following e-mail comments submitted in response to the Public Notice in CS Docket 97-55 regarding the industry proposal for rating video programming.

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From: Jim Van Lydegraf  
To: A4.A4(vchip)  
Date: 2/10/97 10:44am  
Subject: Television Ratings

Dear Commissioners:

The television ratings system that has been proposed (and is currently being implemented by the major television networks is wholly inadequate and is an insult to the intelligence of television viewers everywhere.

This system (TVY, TVY7, TVG, TV14, TVM) assumes that viewers and parents do not have the mental capacity to determine for themselves what content they find acceptable and that children progress at exactly the same rate. A much better system is the one currently in use, and in place for several years now, on many of the premium cable channels, which provides clear indications of the type of content of each show.

The categories of content include: adult language, adult situations, adult language, violence, nudity, and others. A system that applied a numerical range against each of these categories, such as these, would be easy for parents to use (in conjunction with the

Please demand that television ratings be a system for providing information, rather than a blanket request for parentally mandated censorship.

James K. Van Lydegraf  
900 W. Grove Parkway #1124  
Tempe, AZ 852834524

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From: Damion Smith  
To: A4.A4(vchip)  
Date: 2/19/97 10:03pm  
Subject: The ratings system

I feel that the new rating system may be a step in the right direction, there are so many issues, however, that need to be addressed. In order to remain accurate the shows should not be rated by the producer of the show being rated. We all know how well self regulation works in big business (see: Detroit auto makers). There should be an organization that rates these shows as is done in the movie industry. I have read the complaints that the shows are rated by episode which would make the ratings group impossible. This can be solved by rating the series as opposed to each individual episode. If a show frequently waffles between TV-PG and TV-14 then rate the show TV-14. The show will not lose any of its old fan base and at the same time the uninitiated will have a forewarning as to

to expect from their television experience. Each show should be treated like a set of movies, a show that in movie form would qualify as PG should be TV-PG show, not TV-14 just because its on the small screen. Another helpful tool to the ratings system be an announcement of questionable parts of the show (i.e. brief nudity, adult language). This is not very difficult to accomplish HBO and those in that genre have been doing twenty years now. I'm sure that there are many other things that can be done to make the system more effective, but these are, IMHO, the best steps to take right now, they are steps that can be easily accomplished in the next couple of years.

Damion Smith

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From: Keyes, Joe R.  
To: 'vchip@fcc.gov'  
Date: 2/1/97 2:37pm  
Subject: TV Program Ratings

To Whom It May Concern,

I am looking for documentation on the history and rule making for the TV Program Ratings. My daughter's grade school teacher would like to incorporate this topic in her history/social sciences class because it is timely and relevant to her students, and it gives the students a chance to see how a segment of our government operates.

Please let me know by return e-mail how I might obtain these items. Also, if you have an idea when the Public Notice will be issued, please include that date as well. This will allow the teacher to fit this topic in her teaching plan. Thank you for your help.

Joe Keyes joe.keyes@teldta.com

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From: Allyn McDowell  
To: A4.A4(vchip)  
Date: 2/24/97 2:26pm  
Subject: TV Ratings

February 19, 1997

Ladies and Gentlemen:

The golden age of movies wasn't so long ago when virtually all movies could be viewed by children or by whole families with no need to worry about foul content. The Hollywood film industry saw fit to degrade that situation until now the great majority of movies are filled with gratuitous bloody violence, raw and promiscuous sex, and are loaded with such foul and obscene language as to cause even hardened adults to feel uncomfortable and repulsed.

Jack Valenti was a leader of the Motion Picture Association during most of that managerial decline. It is absurd to suggest that he is a suitable choice to now set ratings standards for either movies or for the TV programs, most of which emanate from Hollywood.

To allow movie producers, or TV producers, to set ratings standards is like allowing fox to guard the henhouse. Ratings of both movies and TV programs should not be in the hands of producers, often looking for profits in selling smut, but rather in the hands of decent and responsible adult viewers who might still have some sense of repugnance.

Sincerely yours,

Allyn McDowell, M.D.  
17291 Bernardo Center Drive  
San Diego, Ca 92128 phone 619-451-1947



FAX: (334) 844-1924  
E-mail: mwhite@humsci.auburn.edu

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From:  
To: A4.A4(vchip)  
Date: 2/16/97 11:43am  
Subject: TV ratings

At first I thought this would be a good idea. However, allowing the networks to rat their own shows is not acceptable. Each network will have it's own opinion of what constitutes 'violence' or 'adult' subject matter.

I am sure that you have seen the type of programming shown on the FOX network. I ha read a quote by the president of FOX stating that nothing on his network warranted a rating of TV-M.

This is the network of 'Melrose Place', 'Millenium', and 'When Animals Attack (I, II, If nothing on this network merits a TV-M rating, then what is the point of having tha at all?

It's all too subjective, and in the end doesn't really give you any more information already available. On 'Friends' (NBC) the other night, the words 'bitch' AND 'whore' and the program was rated TV-PG!!

As I said, too subjective, and ultimately worthless.

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It is easier to fight for one's principles than to live up to them. - Alfred Adler

Victor Holtreman

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From: FCCINFO  
To: FCCMAIL.SMTP("carusocm@saber.udayton.edu")  
Date: 2/21/97 8:58am  
Subject: TV ratings system -Reply

Your comment is forwarded to vchip@fcc.gov

>>> christina caruso 02/19/97 08:00pm >>>  
To Whom It May Concern at the Federal Communications Commission,

My name is Christina Caruso and I am currently a junior at the University of Dayton. I am pursuing a degree in psychology and I am currently enrolled in a course entitled Television and Its Effects on Children. One of the main objectives of the course is to recognize the powerful effect that the television media has on the socialization of children and youth. I am writing to you to express my concerns as a student regarding the current television ratings system. I believe that the current system was a vaild attempt to allow parents to have some source of information regaring the programs that their children are watching on television. However, the current system has some flaws including its confusing terms for ratings, the contradictory and incosistent ratings of the different episodes of a series, and the use of age-based ratings. I have some suggestions that can be implemented in the design of an improved ratings system. These suggestions include:

- 1)Use content-based ratings instead of age-based ratings which would specify if the program contained things such as violence, sex, and strong language.
- 2)More consistency between the ratings of different episodes within a series.

- 3) Allow the ratings to be presented for longer than merely at the beginning of a program; have them presented after every commercial break so that parents who missed the beginning of the program can still see the ratings and decide if it is appropriate for their children to watch.
- 4) Present the ratings in a common source for the viewer as to what programs are on each night at a certain time, such as TV Guide.

Thank you very much for your time and attention to my concerns.

Sincerely,  
Christina Caruso

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From: Chrissie Beaver  
To: A4.A4(vchip)  
Date: 2/24/97 12:39pm  
Subject: TV ratings system

FCC:

First, I want to commend you for taking a step toward protecting the children of Am. However, there is much room for improvement in the TV ratings system. The first problem is lack of education. The public has not been adequately informed as to what the different ratings mean. The symbols seem to correlate to the rating system for movies, but I question how much they really do correlate. Movies have a rating of age 13, while TV programs are rated at age 14. Also, R is understood to be only suitable for people over age 17, but does M have any type of age guideline? I think that it is important to inform the public of what the symbols stand for.

Another difficulty with the ratings is their inconsistency. There are a great variety and extent of offensive material that is rated PG. How are parents able to determine what rating they should allow their children to watch if one day a program rated PG has no questionable material and the next day a program rated PG has a sex scene. It is simply not fair to have parents relying on a system that they believe is protecting their children in actuality, it is not.

One suggestion for how to solve this problem is to have specific guidelines by which to rate a program. For example, any program with a reference to sex is rated PG. Any program with a sex scene is rated M. If blood is shown the program is rated PG. These guidelines would enable producers to objectively rate their programs and would allow parents to monitor their children's television watching.

Thank-you for considering my suggestions.

Sincerely,  
Christine Beaver

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From:  
To: A4.A4(vchip)  
Date: 2/4/97 5:05pm  
Subject: tv rating

Dear sir or madam,

I am writing to urge you to please reject the ratings system issued by Jack Valenti. This is not strict enough as to guidelines for rating shows.

I would appreciate your very careful consideration in this matter.

Thank you,

Carolyn Lemons

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From: Carol Greene  
To: A4.A4(vchip)

Date: 2/20/97 9:39pm  
 Subject: TV ratings and the V-chip

February 20, 1997

In response to the concerns and debate over the V-chip and TV ratings, I have two com  
 The first concern is the TV ratings based on age versus content related material. It  
 important to understand that the ratings were originally designed to help consumers,  
 particularly parents, decide what TV programs are appropriate for their children. Th  
 current system, although a good start on what needs to start happening for appropriat  
 informed television viewing, does not give enough information based upon the content  
 program. The knowledge of the content of the program primarily allows parents to mak  
 informed decision about the program's topic (ie: sex, violence, language), the extent  
 which these topics are discussed or played out in the program, and the allowance for  
 rating system that has meaning rather than a numerical limit. The current rating sys  
 puts an age limit on the program but does not truly explain WHY the program received  
 rating. Furthermore, the current system does not provide information about what its r  
 mean to the average layman.

My other concern is how to create a rating system (based on content) that wou  
 to all television programming (this would include premium stations, cable, and basic  
 It has been suggested that a committee of several groups and interests create the 'st  
 the rating system. Currently, the networks are monitoring themselves with an age-bas  
 system. This is a problem. The problem has become an economic warfare over ratings.  
 are fighting to grab the most viewers. Ratings only get in the way of making program  
 supposedly, the viewing population wants. Although this is a highly hot issue, the r  
 the same, a network puts a lower rating to hopefully achieve a higher viewing populat  
 I would be in favor of a committee that would represent the private sector (after all  
 rating system is for), networks, child advocacies, government affiliations (FCC, etc.  
 commitment to the content ratings system will of course spark many debates about the  
 of labeling a program. However, the concept of 'labeling' a program and the correlat  
 popularity has yet to be discovered. The core idea must remain, that the ratings wer  
 make informed decisions. In order for informed decisions to occur, information about  
 and the extent of the content needs to be presented in a standardized form.

I appreciate your time in reading this commentary and hope that it will make  
 in the current situation.

Sincerely,  
 Carol J. Greene  
 University of Dayton  
 greenecj@saber.udayton.edu

From: el nuncio  
 To: A4.A4(VCHIP)  
 Date: 2/6/97 8:25pm  
 Subject: What's in a V-Chip?

Dear Sirs,

I just read your page on the V-chip, and I am especially concerned with the s  
 requiring a V-chip in every television made after 1998. If I have no choice in purch  
 television set without a V-Chip, I would like to know what is inside the new technolo  
 Where could I obtain specifications or even schematics for such a device?

Sincerely,  
 Casey Marshall  
 cm15946@swt.edu

From: 138  
 To: A4.A4(fccinfo)  
 Date: 2/12/97 7:10pm  
 Subject: the V-chip

What the hell do you people think you're doing? Cenorship of ANY kind is wrong, and y

we still do have rights...

Oh, Troma sent me

---

From: Bill Smith  
To: A4.A4(vchip)  
Date: 2/28/97 2:04pm  
Subject: V-chip

I don't think any delays to the Feb 88 date for V-chip implementation are acceptable for any reason. In fact, I think people are ready to pay for this now!

The ratings are OK but under the current circumstances, they appear to be a way of letting more sex and violence into my home and into my impressionable children's minds. The ratings make sense only if I can have a V-chip!

Bill Smith bsmith@radix.ne

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From: Ron Strese  
To: A4.A4(vchip)  
Date: 2/11/97 11:01am  
Subject: V-chip

Good thing. Above all else we are a product of our environment. Sight and hearing are two of our gateways to our surroundings. Parents must have the right (and responsibility) of parenting. Controlling the environment of their children goes hand-in-hand with protection of their children. I see the vchip as a tool of choice. Use it if you want don't use it if you want. It's the gift of choice.

---

From:  
To: A4.A4(vchip)  
Date: 2/24/97 9:48pm  
Subject: v-chip

Keep your v-chip! I will not buy a television with a v-chip. I will not vote for anyone who supports the v-chip. I will not vote for anyone that appoints anyone that supports the v-chip. Get my drift...

---

From: JENTGEN ELIZABETH ANN  
To: A4.A4(vchip)  
Date: 2/27/97 1:09pm  
Subject: vchip

With regard to the new vchip, I think the concept is a great idea however it doesn't seem very well planned out. It is obvious parents are not watching television with their children therefore it is good there can be some device implemented to discourage inappropriate material from youngsters. As it is now, any child could turn on the television and watch MTV's the grind to NYPD Blue. Some things are not meant for children to watch and there needs to be some kind of restriction on those programs. With the new rating system, there is some control of what the content of the show is but there is no real committee or group of regulators to make sure programs are rated appropriately. The vchip would allow something with a 14 rating if chosen by the owner of the television, but what if it is not rated correctly? What if the program should really be M? Also, if there is going to be a drastic increase in the price of a television set, is it worth it? Does a 60 year old couple who have no real need for the vchip have to pay the extra money? I think it should be an option to purchase a television with or without one. It seems to me there needs to be more

planning regarding the vchip. I think a lot of it stems to the rating system which needs improvement first. Then the vchip could stem from there.

Thank You  
Kaitlin McDonough

---

From: Karl Zimmerman  
To: A4.A4(vchip)  
Date: 2/5/97 9:04pm  
Subject: VCHIP

Dear Sir/Madam,

I strongly disagree with the v-chip, both in principle and practice. As a parent, I m it my business to know what my children are doing and what programs they are watching my own screening based on the values I'm trying to instill in my children. I see this unwarrented intrusion on my parental rights and responsibilites, by a government that to believe that I need/want their help to protect my children from 'undesirable' infl which I don't!

This whole misguided enterprise is part of the "it takes a village" mentality being f upon the american people by our current administration; It doesn't take a 'village', a family! Parents are the ultimate authorities in a child's life: We protect and nutu we are their mentors, and last but not least their friends. If parents are doing thei -chip is unnecessary, and if they aren't there's a greater problem, and the v-chip won The only parents that support this v-chip travesty are those that have been conned in believing that the government should have a roll in helping them raise their children

I ABSOLUTELY WILL NOT HAVE one of these v-chip equipped abominations in my home, peri

Regards,

Karl Zimmerman

---

From: Central Office Tech  
To: A4.A4(vchip)  
Date: 2/5/97 12:50pm  
Subject: v chip

Oh great! Another dubious government substitute for proper parenting skill. For my pa "No, because I don't want you..." was effective. I hold little hope for the effective of "No, because I have the technology." I believe the only acceptable form of censor is that given by ones parent of guardian. These guidelines should be set by example a explanation, a person instilling values in another person. To raise a better child re a better parent and that can't be bought, sold or regulated.

---

From: Wally Ross  
To: A4.A4(vchip)  
Date: 2/26/97 8:16pm  
Subject: v chip for blocking unwanted tv programming

I don't think it's needed, now that the progams are starting to rated with this movie rating system. I'm a parent of an 11 year old boy. And I was able to control what he on tv even before this new rating system because I care, and make the time to monitor activities as any real parent should. As such, I would strongly object to the mandati these v-chips being installed in all tv sets. It would drive up the costs, and not ev would need them. If you feel it is needed, for some reason, I feel you should allow t electronics industry to install them on only certain models of sets. Let the people t

feel they need them to control their kids pay the extra price for it if they want. Bu PLEASE, don't force something on everyone, when everyone doesn't need or want it. Thank you for listening, Wally Ross

---

From: nesim halyo  
To: A4.A4(vchip)  
Date: 2/11/97 4:42pm  
Subject: Vchip

As the father of a 5 year old girl, I am very pleased that the Federal Government has acted as an advocate of the people to bring some pressure on the industry. I am also happy that we have decided that the information we provide to our children in their formative years has a qualitatively different impact on them than it does on an adult. Finally, the freedom of expression, which I hold as one of the most important rights we have, is not inconsistent with the freedom (of the public) to select what expression to listen to. It is only when the Government or some other organization tells the public what expression to listen to that we run into a problem with the First Amendment.

We have a very diverse population with differing views of what is appropriate for consumption by our children. I believe we are better off giving each family or individual as much information as possible and let each one make their own choices. The industry's proposal is a small step in this direction, but is not acceptable as it does not give sufficient information to make individual choices. A system like the one used by the cable industry would be more appropriate. The more specific the information provided to the public, the better.

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From: Dale Pendleton  
To: A4.A4(vchip)  
Date: 2/14/97 3:53pm  
Subject: Vchip

You folks should have never allowed the cable providers to put indecent material on cable or any other media in the first place. What happened to the philosophy from the early days of TV when broadcasters were not allowed to do this? Is it ok on cable, etc just because it's the 90s?

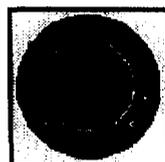
You should not have allowed the situation to get to the point where the "V" chip is even necessary!

If you want to fix the "V" chip problem, put some moral standards back into your rules governing ALL types of broadcasting media! Will you as the FCC stand up and do this, or just "go with the flow"?

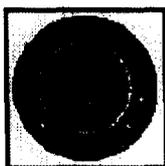
Dale Pendleton

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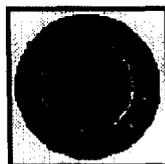
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**Return to the V-Chip Page**

Please send non-e-mail comments to the Federal Communications Commission, Cable Services Bureau, Office of Government and Public Outreach, Room 250, 2033 M Street, N.W., Washington, D.C., 20554.

Send informal e-mail comments for the proceeding to: [vchip@fcc.gov](mailto:vchip@fcc.gov)

Send e-mail to the Webmaster at:  [awise@fcc.gov](mailto:awise@fcc.gov)

CS 97-58

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APR 28 1997

Federal Communications Commission  
Office of Secretary

April 21, 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:

As parents and volunteers for children we are concerned about the v-chip rating system proposed by the TV Rating Implementation Group on January 17, 1997. In fact, we oppose this system of rating. We understand that the FCC is required by law to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We ask that the FCC not approve the industry rating system because it does not meet those requirements.

We do not want the TV industry setting ratings. Parents need to be told the content of programs and be allowed to determine what their family is watching. Any rating system that is approved by the FCC should be totally independent of the TV industry, have parents involved in determining what it will be, and evaluated to see if it meets the needs of parents and families in general. A rating system that gives content information about television programs on the screen and in published periodicals would be most helpful.

Children and families are important to our nation. Please carefully consider the best options possible so that TV ratings may make a positive difference to our society.

Sincerely,

*Kent Bailey*  
*Bonnie Bailey*  
Kent and Bonnie Bailey

859 E 2850 N.

N. Ogden, UT 84414

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CS 97-55

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March 1997

Chairman Reed Hundt and FCC Commission  
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 Meadow Wood Elementary PTA in Houston, Texas to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity), and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

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

Sincerely,

*Katherine Howard*  
*[Signature]*

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