

Please reject the rating system!

Thank you!

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Dottie Opel
18243 National Pike
Frostburg, Md 21532

CS97-05

MR HUNDOCKET THE COPY ORIGINALS 97-55

THE CURRENT SYSTEM IS DUMB. SCRAP
IT ALTOGETHER. PARENTS AND CHILDREN
KNOW THE CONTENT OF SHOWS! TBS USES A
CAUTIONING SYSTEM FOR ITS ADULT OR VIOLENT
SHOWS WHICH WORKS WELL. (OR USE THE HBO
TYPE GUIDE, SUCH AS A, L, N, V, ETC.)
BUT WHO PAYS ATTENTION TO THE CURRENT
SYSTEM? NO ONE! THANKS FOR LISTENING.

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Tommy Berman

John R. Shreves, Jr.
Senior Vice President
General Manager



April 22, 1997

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

RE: CS Docket No. 975

Dear Commissioners:

As Senior Vice President and General Manager of WWBT, an NBC affiliated, Jefferson-Pilot owned, television station in Richmond, Virginia, I want to first express my appreciation for the opportunity to comment on the voluntary rating system now successfully in place throughout the American broadcast television industry.

Our industry, working with the FCC and a host of national, state and local public interest groups, has a long history of bringing substance and passion to our compact with the American people whom we are privileged to serve.

Here, in Richmond, Virginia, we welcomed the advent of this new rating system which has helped enormously in our efforts to address questions our audience might have about various programs included in our broadcast schedule. WWBT began using the new industry program code as soon as it became available and, through a series of news stories, originated in our seven (7) half-hour daily news programs, acquainted our viewers with the new system and the way it could aid them in making the best possible viewing choices for themselves and their families.

In addition to these news reports, WWBT created and broadcast a special prime time local program in which our senior news anchors took a substantial volume of telephone calls from viewers who had questions about the new program rating system. These calls were very positive and, as a group, were best characterized by a young mother who wanted to commend WWBT for utilizing the new system. Finally, as the General Manager of our television station, I have used my membership on the boards of more than eight area broad-based charitable organizations, such as the United Way, to answer any questions regarding television viewing and specifically the new program content rating system.

WWBT believes that the stronger our commitment to and connection with our community and our viewers becomes, then the deeper and the more substantive our service will be to the citizens of Richmond and Central Virginia. These efforts, ranging from our enthusiastic adoption and our market's enthusiastic reception of the new program rating system to the production and broadcast of Richmond's only locally produced educational children's television program, have given WWBT an opportunity to be on the side of those we serve.

5710 MIDLOTHIAN TURNPIKE
POST OFFICE BOX 12
RICHMOND, VIRGINIA 23218

tel: 804.230.2704
fax: 804.230.2787

A Jefferson Pilot Communications Company

MAIL ROOM

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OPERATIONS SERVICES BUREAU

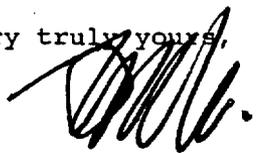
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Page 2 of 2
April 22, 1997

I strongly urge those of you at the Commission to take a positive approach to my industry's adoption of the new program rating system and to work with us in this and every other voluntary action that we take to strengthen the unique relationship that exists between free, over-the-air television broadcasters and the public we are privileged to serve.

Very truly yours,



John R. Shreves, Jr.
Senior Vice President
General Manager

JRS/jhg

cc: Mr. Chuck Sherman
National Association of Broadcasters

Before the
Federal Communications Commission
Washington, D.C. 20554

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APR 25 1997

FCC MAIL ROOM

In the matter of)
)
Comment on)
Industry Proposal for)
Rating Video Programming)

CS Docket No. 97-55

MOTION TO ACCEPT LATE-FILED COMMENTS

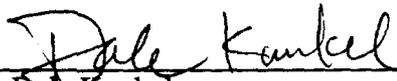
Pursuant to section 1.46b of the Commission's rules, I hereby move that the Commission accept as original Comments in the above docket the filing entitled "Comments of the University of California, Santa Barbara Research Team," which the Research Team attempted to file on April 8, 1997.

As a result of unforeseen difficulties pertaining to the mailing of the aforementioned Comments, filing of said Comments was delayed one day after the deadline on April 8. This occurred due to a miscommunication on my part regarding the shipping deadlines for Federal Express Overnight Service from Santa Barbara. The comments were completed and delivered to the Federal Express Office at 5:25pm under the belief that the deadline was 5:30pm. In fact, the deadline was 5:15pm and the shipment was not accepted.

In light of my good-faith effort to make a timely filing, I respectfully request that the Commission accept the attached Comments for filing nunc pro tunc. To do so will enhance the discussion of the Research Team in the subsequent reply period, and hence enhance the record in this proceeding. In addition, the public record will be served by allowing the Commission the fullest consideration of all aspects of the issues raised in the Comments.

In the alternative, if the Commission declines to accept the Comments as requested, the members of the Research Team move that the Commission accept the previously submitted Comments as Reply Comments in the captioned docket for the inclusion in the public record.

Respectfully submitted,



Dr. Dale Kunkel

Department of Communication
1832 Ellison Hall
UC Santa Barbara
Santa Barbara, CA 93106-4020
(805) 893-3278

on behalf of the Research Team of the
University of California, Santa Barbara,
joined by Ellen Wartella and Charles
Whitney, of the University of Texas, Austin