

Dear Sir

The BTA has asked us to write letters asking that the new rating system proposed includes a program content description. I am not sure what I want to say, because I am so aggravated that the shows even need to be rated. I watch a soap opera now, <sup>some</sup> A Quinon, the Sat night movie (frequently), & that is all, because I don't trust or enjoy the type of <sup>(seriousness)</sup> humor that is on so many sitcoms & of course don't want to see the murders & the more violent action shows. My children watch the news around supper time - Simpsons & Home Improvement, not sure <sup>what else</sup>. I try to keep them busy so they have no time for TV - need exercise, need to develop their minds, & the content of <sup>(not suitable)</sup> what's being offered. So please, clean up things, & maybe if there were shows with an

honest rating (to many of the "G"  
or "PG" type), we would feel safe to  
run it on more. Doesn't matter if  
your content description says  
"Some nudity, strong language -  
definitely adult material". Don't  
want that stuff on the air.

Sincerely,

Angela Deisher

We do like Funniest Home Videos  
The show & the angels, but I think  
they are both on when we are @  
church.

CS Docket No 97-55 FCC 97-34

Angela Deisher

5605 Westgate

Shawnee, KS

66214

# SAMPLE LETTER TO THE FCC

page 1

(18)

Your letter must be received by April 8, 1997

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**

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

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 (we) 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,

Your Name  
Town, State

Officers & members of the North Kitsap High School PTA  
Kingston & Poulsbo, Washington  
(see attached signatures)



## NATIONAL PTA ACTION TO DATE

After conducting a national survey of our members, the National PTA held a press conference on November 21, 1996, to release our findings. We garnered exceptional press coverage in newspapers throughout the country, on numerous radio stations, and on NBC, CBS, ABC, FOX, and CNN. We also presented the survey results to Jack Valenti and the Television Ratings Implementation Group for use as they devised their rating system. After the rating group released its ratings, we voiced our opposition to the proposed system to the FCC, Mr. Valenti, and joined almost 30 other national organizations calling for content descriptors for television programs. And finally, we called on the FCC to accept public comment and hold hearings on this issue.



## FCC COMMENT PERIOD

On February 7, 1997, the Federal Communications Commission initiated an eight-week comment period on the proposed industry rating system. Between February 7, 1997, and April 8, 1997, the FCC will accept comments from individuals and organizations. 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."

To file comments, you must mail an original letter or send an e-mail message by April 8, 1997 to the FCC. Your letter will be distributed to all members of the FCC and included in the public record. All letters and e-mail messages **MUST** include the docket number: **CS Docket No. 97-55, FCC 97-34.**



## NATIONAL PTA CALL TO ACTION

Before April 8th, 1997, I urge you and your local PTA members to contact Reed Hundt, Chairman of the FCC to voice your opposition to the industry rating system and request a rating system that includes program content descriptors. You can use the enclosed sample letter as a guide, but a personalized letter—typed or handwritten—that includes your feelings about this issue will have the most impact. Please submit your comments—letter or e-mail message to:

**Mr. Reed Hundt and the FCC Commission**  
**Office of the Secretary**  
**1919 M Street N.W., Room 222**  
**Washington, DC 20554**  
**e-mail address: [vchip@fcc.gov](mailto:vchip@fcc.gov)**

So that we can gauge the level of participation of PTA members to this CALL TO ACTION, please mail, fax, or e-mail a copy of your letter to me:

**Joan Dykstra, President**  
**National PTA**  
**330 N. Wabash, Suite 2100**  
**Chicago, IL 60611-3690**  
**fax: (312) 670-6783**  
**e-mail: [information@pta.org](mailto:information@pta.org)**

We support the National PTA's position that any television rating system should be content-based rather than age-based.

Claudia J. Stentbeck / Fogle, President

Deirdi Leatelle

Suzanne May

Marilyn Westlund

Julie Ayford

Jane Chamber

Judy Gundersen

R.M. Daniel

Theresa A. Davron

Jennifer L. Penne

March 27 at 8 a.m. Those wishing to help organize the awards may attend a work party at 7 p.m.  
April 24. Contact Wendy Brazeau for details.

The meeting was adjourned at 8:45 p.m.

97-65

Karen Zimmerman  
365. W. Park Ridge Ave.  
Appleton, WI 54911  
414-993-9840

Mr. Reed Hunt  
Chairman of the FCC

12 April 1997

Mr. Hunt,

I am writing concerning the new television rating system.

First of all, I think it is essential that if television shows are rated, it is necessary to also rate or control the type of commercials shown during the rated TV shows. For example, I was watching Little House on the Prairie with my 7 year old daughter, which I would assume was a G rated show, and ~~during~~ the commercials shown

during that show were totally unappropriate for a 7 year old. One commercial was for a talk show discussing DATE RAPE and the other was for a violent movie, and it showed some very graphic, violent scenes. It won't do any good to rate TV shows if these types of commercials are shown during shows directed toward general audiences.

Secondly, I think it would be helpful to, in addition to the general rating, have some description of what the rating was based on. For instance, it would be helpful to know whether the rating was based on violent content, sexual content or adult language.

Thank you .

Karen Zimmerman

Mr. & Mrs. Norman R. Grote  
1835 Open Range Rd.  
Crossville, TN 38555

MMF

Dear Sirs

Can you explain how a great country like the U. S. can abide by using an antiquated system as used by the Nielsen rating service for telling millions what is good & what is bad on T.V. I have been told that

(775,000 people)  
2500 people in Chattanooga participate in keeping a record for one week of their television viewing. This is done four times a year. These results are tabulated & used for local programming.

I resent a minute portion of viewers which are probably a minority as well telling us what is good or bad. Naturally they pick their favorites

why can't they use telephone directories and pick several thousand from all states, all countries to get a really varied view. Other polls as well should be varied so eventually everyone has a say in what's good or bad. Why a select few and probably the same ones every year are picked. Its unfair & should be stopped. In 69 years I have never been picked for any poll as T.V. man rating or known of anyone else ever picked. Its a phoney system.

(90%) most of all violence, murder permitted talk shows & disgusting video all comes from New York N.Y. etc. should the rest of the

U.S. be polluted by one city. I wrote to Mayor Giuliani, he doesn't care or even answered my letter. I guess no one cares even you!

Why people are allowed to abuse the privilege of free speech by making millions on porno & no one cares. There should be some form of censorship before anything is shown on T.V. It should be stopped to remove all the porno & permits of saying anything & everything they want regardless how crude & foul all they are interested in making millions. Whatever happened to good taste

funny, clean, enjoyable family,  
entertainment like T.V. was when  
it first started. You didn't allow  
Dam to be used. Now everything  
goes its disgusting & a disgrace  
& you should be ashamed of  
yourselves for not keeping ~~communication~~  
clean as you supposed to.

Foul language has always been  
outlawed on communication (ham)  
systems & telephone why not T.V.  
Or is to many big shots well  
paid off!

Please clean up T.V. considering  
how bad it is now what is there  
to look forward to in 50 years?

Are you proud of the garbage,  
porno, perverted talk shows  
stupid commercials designed for  
morons only (which predominate every show)

Take any day & watch it for  
just 8 hours and you'll get  
a inkling of what we have to  
watch on cable for which we  
pay for but have no control  
over what's shown.

Does anyone out there care  
I doubt it.

Sincerely yours.  
M & Mrs Norman R.  
Grote

F.C.C. is great on double talk but slow  
in getting results corrected & done!



KANSAS BROADCASTING SYSTEM

KWCH-TV12 - Hutchinson, Wichita • KBSH-TV7 - Hays • KBSL-TV10 - Goodland • KBSD-TV6 - Ensign, Dodge City

RON COLLINS  
VICE PRESIDENT AND GENERAL MANAGER

April 7, 1997

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

RE: CS Docket No. 97-55

Dear Commissioners:

I am the Vice President & General Manager of four VHF/CBS affiliated television stations in Kansas:

KWCH-TV, Wichita, Kansas  
KBSD-TV, Dodge City, Kansas  
KBSH-TV, Hays, Kansas  
KBSL-TV, Goodland, Kansas

I am aware that you are evaluating the television industry's voluntary rating system - the TV Parental Guidelines. I would like to register my strong support for the current guidelines.

The industry has developed and implemented a voluntary ratings system that satisfies the requirements of the Telecommunications Act of 1996, and certainly meets the standard of "acceptability" in the Act.

The TV Parental Guidelines are so new that our four television stations have received practically no public response....either pro or con. The minimal response we did receive was positive.

Page 2  
April 7, 1997

Federal Communications Commission

I would urge the Commission to approve the TV Parental Guidelines. These Guidelines are a significant step in helping parents determine their family's television viewing. They will be even more important for parents when the "V" chip technology arrives.

Thank you for your consideration.

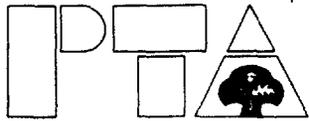
Sincerely,

A handwritten signature in black ink, appearing to read "Ron Collins", written over a large, stylized flourish.

Ron Collins  
Vice President & General Manager  
Kansas Broadcasting System  
KWCH-TV, KBSD-TV, KBSH-TV, KBSL-TV

RC:LL

cc: Chuck Sherman, National Association of Broadcasters  
Jack West, Spartan Communications, Inc.  
Nick Evans, Spartan Communications, Inc.



FLORIDA CONGRESS OF PARENTS AND TEACHERS

April 3, 1997

Chairman Reed Hundt and Commissioners.

40 Federal Communications Commission

1919 M Street N.W., Room 222

Washington, DC 20554

Dear Chairman Hundt and Commissioners,

I am opposed to the V-chip rating system that has been proposed by the TV Rating Implementation Group and Mr. Jack Valenti. As a parent and teacher I want more information concerning each show so that I can decide what is best for my children to view. I want to see more specific information regarding violence, sex and language.

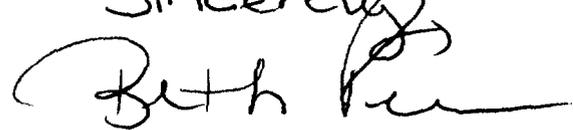
I support a system based on content. I hope the FCC will not fall under the pressure from the Television Industry and their advertisers and implement a system that will not help parents make the best viewing decisions for their children. The approved V-chip needs to be broad enough to allow parents to receive more than one ratings system. The system should clearly designate program content with a V (violence), S (sex) and L (language).

The icon should appear frequently during a program and should be more visible.

Please allow parents to be a part of the team that creates the rating system. I think you'll find their input about children to be quite valuable.

Please do not approve the rating system as proposed by the television industry.

Thank you for giving me an opportunity to comment on this issue.

Sincerely,  


Beth Piecora  
Claywell PTA President  
Tampa, FL. 33624

April 7, 1997

Catherine Barker  
808 N. Entrada Way  
Glendora, Ca. 91741

RECEIVED

APR 15 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 (we are) writing on behalf of the National PTA and the Calif. PTA (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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 (we) 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,

Cathy Barker  
Glendora, Calif.

March 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:

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

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

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:

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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;
- 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,

*Rachel Hilbert*

Friday, March 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:

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

We are writing on behalf of the National PTA and the Jayno Adams PTA 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 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. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

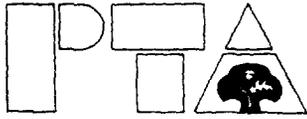
- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip 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,

*Susan and David Golfis*  
Susan and David Golfis  
Waterford, Mi.





FLORIDA CONGRESS OF PARENTS AND TEACHERS

964 W. 45 Place  
Hialeah, FL 33012  
April 7, 1997

Chairman Reed Hunt and  
Commissioners  
c/o Federal Communications Comm.  
1919 M Street N.W., Room 222  
Washington, D.C. 20554

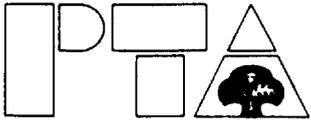
Dear Chairman Hunt and  
Commissioners:

I am extremely concerned about the proposed V-chip rating system that Mr. Jack Valenti and the TV Rating Implementation Group presented in January this year. The proposal as presently proposed does not give parents enough information as to sex, violence and language in the TV programs. Parents need information based on specific, content-based ratings. As a parent I want better directions so that I can make proper choices.

Please see to it that the rating icon is clearly visible by viewers and that it is repeated often during the program.

Thank you for your attention to the above - our children and families will benefit from the Commission's sensitive decisions.

Sincerely,  
Marionette Okasaka, FL



FLORIDA CONGRESS OF PARENTS AND TEACHERS

April 8, 1997,

Chairmen Reed Hundt and Commissioners  
40 Federal Communications Commission  
1919 M Street N.W., Rm 222  
Washington DC. 20554

Dear Chairman Hundt and Commissioners:

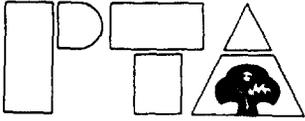
Re: CS Docket #97-55, FCC 97-34

I am writing to express my concerns regarding the proposed V-Chip rating system. Parents do not want the TV industry to speak for our children (or to speak for them). Parents want to be more informed so that they can make their own choices. Parents should be involved in the rating system.

This is an extremely important issue and very sensitive one.

Sincerely,

Emily Cumming Powell, Dale County Council PTA  
19450 Sw 103 Court  
Miami Florida 33157



FLORIDA CONGRESS OF PARENTS AND TEACHERS

4-8-97

Chairman Reed Herdt & Commissioners,

~~On~~ On behalf of Crown Point PTA I would like to express my concern with the proposed V-chip rating system. Please make sure that these ratings assist parent as much as they can. The rating needs to stay on longer and be more explicit, indicating contents of the programming. Thank you!

Sincerely,

Terrie Smith

PTA, President

Crown Point PTA

3800 Crown Point Rd

Jacksonville, FL 32257



FLORIDA CONGRESS OF PARENTS AND TEACHERS

April 8<sup>th</sup> 1997

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

Dear Chairman Hundt and Commissioners:

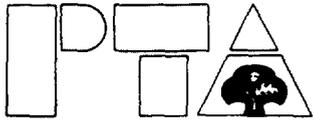
On behalf of the Florida PTA I would like to voice my opposition and concerns in regards to the proposed V-chip rating system presented by Mr. Jack Valenti and the TV Rating Implementation Group in January 1997.

As I'm parent of two children one in elementary and one in middle school the new rating system I feel needs improvement.

My recommendations are the sign on the rating should be larger, it should be repeated during the entire program and the rating should be modified.

Thanking you in advanced on behalf of all the children in Florida.

Cordially,  
Wimero Ligo



FLORIDA CONGRESS OF PARENTS AND TEACHERS

April 8, 1997

Chairman Reed Hundt and Commissioners  
40 Federal Communications Commission  
1919 M. Street N.W. Room 22  
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:

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

On behalf of Dunedin Elementary PTA, (I would like to voice my opposition 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's television viewing.

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 rating system . . . . the ratings system approved by the FCC should clearly designate program content with a V (violence), S (sexual depiction) and L (language) . . . . The rating icon on the screen should be more visible . . . . The rating icon on the screening should appear more frequently during the course of the program . . . . The rating icon should be larger . . . . the rating icon should be more prominently placed . . . . Parents should be involved in designing a rating system . . . . The rating system should be independent of the industry . . . . The rating system must be research based to see if it meets the needs of the parents.)

I thank you for this opportunity to comment on the issue so important to children and families.

Sincerely,