

FLORIDA CONGRESS OF PARENTS AND TEACHERS

April 7, 1997

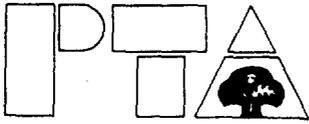
Chairman Reed Hundt and Commissioners
40 Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:

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

on behalf of Sanford Middle PTSA, I would like to voice my opposition to the proposed V-chip rating system by Mr. Jack Valenti and the TV Rating Implementation group in January of 1997. This system does not provide parents with the sufficient information by which to guide their children's television viewing. Parents want to make informed choices for their children based on specific, context based TV ratings.

I support a system based on content and request the FCC not to approve the rating system as proposed by the television industry. Furthermore the law should appear more frequently and must involve parents. Sincerely
K. J. H. Sanford Middle P.T.S.



FLORIDA CONGRESS OF PARENTS AND TEACHERS

April 7, 1997

Chairman Reed Hundt + Commissioners
% Federal Communications Commission
1919 M. Street N.W., Room 222
Washington D.C. 20554

Dear Chairman Hundt + Commissioners:

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

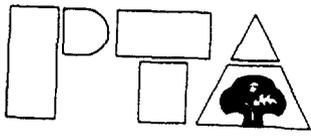
On behalf of Patten Elementary PTA, I would like to express my concerns regarding the proposed V-chip rating system as presented by Mr. Jack Valenti + the TV Rating Implementation Group in Jan. '97. This system does not provide parents with sufficient information by which to guide their children's TV viewing. Parents want to make informed choices for their children based on specific, content based TV ratings.

I suggest 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 icon should be more visible and appear on the screen more often and parents should be involved in designing a rating system.

I thank you for this opportunity to comment on this issue.

Sincerely,

PATTEN ELEMENTARY



FLORIDA CONGRESS OF PARENTS AND TEACHERS

April 7, 1997

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

Dear Chairman Hundt & Commissioners:

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

As a representative of the members of Hunter's Green Elementary PTA in Tampa, Florida, I would like to express concern regarding the proposed v-chip rating system as presented by Mr. Jack Valenti and the TV Rating Implementation Group in Jan., '97. This system doesn't provide parents with sufficient information by which to guide children's TV viewing.

A system based on content would be better, which we could support. Please do not approve this proposed system but further study with parent input should be done.

Thank you for considering these comments on an issue so important to children, youth and families.

Sincerely, Linda Adam



LAKE MARY PTSA

April 7, 1997

Chairman Reed Hurdtt and Commissioners
40 Federal Communications Commission
1919 M Street N.W., Room 222

Washington D.C. 20554

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

Dear Chairman Hurdtt and Commissioners:

On behalf of Lake Mary High School PTSA and as a parent of four children, I would like to voice my opposition to 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 our children's television viewing. Parents need specific content information as regards to violence, sex and language in order to make an informed choice for our children's 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 ratings system approved by the FCC should clearly designate program content with a "V" for violence, "S" for sexual depiction and "L" for language. In addition, the rating icon on the screen should be more visible and appear more frequently during the course of the program. Implementing a rating system with real value is far more important than just implementing a rating system in order to have one.

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

Sincerely,

Lynn Whitcomb

Lynn Whitcomb, Legislative Chair



GREATER LOS ANGELES ZOO ASSOCIATION

Mr. & Mrs. Rubinstein
1482 Windsong Ct.
Upland, CA 91784-7981

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 writing on behalf of the National PTA to voice my ~~concerns~~ ~~regarding~~ the ~~rating~~ ~~system~~ ~~presented~~ ~~by~~ ~~the~~ ~~TV~~ ~~Rating~~ ~~Board~~. 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 will be ineffective in providing parents with the information they need to make informed choices about what is appropriate for their children.~~

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.

~~_____~~
Sincerely,

Paula M. Rubinstein

Aloma Elementary School PTA

2949 Scarlet Road
Winter Park, Florida 32792
(407) 672-3100

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 Aloma 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,



BAYFIELD PTSA
PO BOX 1248
BAYFIELD, CO
81122

April 2, 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 Commissioner:

RE: CS DOCKET NO. 97-55, FCC 97-34

I am writing on behalf of the National PTA and Bayfield PTSA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *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 V (for violence), S (for sexual depiction and nudity) and L (for language);

- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

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

Sincerely,

A handwritten signature in cursive script that reads "Johnie Ragsdale".

Johnie Ragsdale
Bayfield PTSA President

Aloma Elementary School PTA

2949 Scarlet Road
Winter Park, Florida 32792
(407) 672-3100

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

~~From~~ We are writing on behalf of the National PTA and the Aloma 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. ~~As~~^{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,

Angie Thi Lu Mai
Co-chairman



April 4, 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

We are writing on behalf of the Burlingame (California) Council of PTA, which represents the PTAs of 6 elementary schools and nearly 3,000 kindergarten-eighth grade students, to express our opposition to the age-based television rating system proposed to the Federal Communications Commission (FCC) on January 17, 1997. This system does not provide descriptive content-based information to parents and families about specific programs. Helpful content descriptors should include separate ratings for sex, violence and language content. Also, it would be helpful if such descriptors indicate the level of intensity such as "occasional" or "frequent". In this way, parents—not the television industry—can make informed decisions about television programming which they feel is appropriate for their child.

We hope that you will reconsider the decision for an age-based ratings system and, in so doing, show your support of parents to provide age-appropriate television programming for their children.

Further, we believe that:

- the FCC should require a v-chip band broad enough to allow parents to receive more than one rating system;
- the rating icon on the TV screen should be made larger, placed more prominently on the screen, and appear more frequently during programming;
- the rating board should be independent of the industry and the FCC and that it should include parents; and
- that the rating system approved by the FCC should be evaluated by independent research to determine if it meets the needs of parents.

Thank you for considering our concerns regarding this important issue to families and children in Burlingame and nationwide.

Sincerely,

A handwritten signature in cursive script that reads 'Rachel Rothe'.

Rachel Rothe, President
Burlingame PTA Council

cc: Joan Dykstra, President, National PTA



FCC MAIL ROOM

APR 15 1997

RECEIVED

April 9, 1997

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

RE: CS Docket No. 97-55

Dear Commissioners:

During the three months that the voluntary ratings system has been in effect, WCIV has not received any complaints about the system. I believe that the experience and understanding of the movie industry rating system has led to its acceptance on television.

The Telecommunications Act did not specify a system that would please everyone but rather, one that would be acceptable. My experience is that our system exceeds that standard.

Sincerely yours,

A handwritten signature in cursive script that reads "Stephen G. Brock".

Stephen G. Brock
President & General Manager

SGB/dr



#5 Television Drive, P.O. Box 480
Bridgeport, West Virginia 26330-0480

Tel: 304-623-5555
FAX: 304-842-7501

FCC MAIL ROOM

APR 15 1997

April 10, 1997

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

RECEIVED

Re: CS Docket No. 97-55

Dear Commissioners:

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

At our station, we have received very little comment about the ratings. In fact, there have been no phone calls to the station and not one person has asked me personally about the system.

The legislative history and the law makes clear that the Commission should act only if the industry failed to do so. The industry has acted; it developed and implemented a voluntary ratings system that parents in my community find useful and easy to use. It easily satisfies the requirements of the Telecommunications Act of 1996 and unquestionably meets the standard of "acceptability" in the Act.

I urge the Commission to recognize the importance of what the industry has done and approve the TV Parental Guidelines.

Sincerely,

Mike Smith
General Manager
Vice President



CABLE SERVICES BUREAU

APR 16 9 49 AM '97

RECEIVED
P.O. BOX 7289 / 6140 BUENA VISTA ROAD
COLUMBUS, GEORGIA 31917-2289
(706) 561-3838

RECEIVED

APR 15 1997

FCC MAIL ROOM

April 4, 1997

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

Re: CS Docket No. 97-55

Dear Commissioners,

As Director of Operations & Programming for WLTZ, Columbus, Georgia, I am writing to express my approval of the current voluntary rating system developed by the television industry.

Answering phone calls, both pro and con, from viewers is part of the responsibility of my job. At WLTZ we have had no comment concerning the ratings system which I believe is directly attributable to the very simple system currently in place. It is sight clear...which is the basis for its success.

Our industry has satisfied the requirements of the Telecommunications Act of 1996 and 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,

Ron Bartlett
Director of Operations & Programming

CABLE SERVICES BUREAU



APR 16 9 49 AM '97

P.O. BOX 12289, 6140 BUENA VISTA ROAD
COLUMBUS, GEORGIA 31917-2289
(706) 561 3838

RECEIVED

RECEIVED
APR 15 1997
FCC MAIL ROOM

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

Re: CS Docket No. 97-55

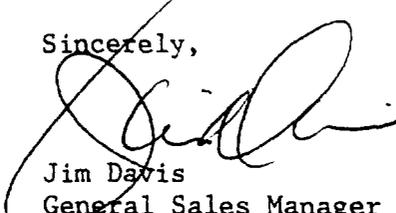
Dear Commissioner:

As General Sales Manager of WLTZ-TV, Columbus, GA, I am writing to let you know that no advertiser or viewer has expressed any disapproval of the current voluntary rating system developed by our industry to me or to any member of my sales staff.

I am unaware of any real interest in a rating system in our community demonstrated by a lack of phone calls to our station, to local radio talk shows or letters to the editor of local newspapers. The television industry has developed and put in place a rating system that apparently satisfies the parents in my community and meets the requirements of the Telecommunication Act of 1996.

I urge the Commission to recognize what the industry has done and approve the TV Parental Guidelines.

Sincerely,



Jim Davis
General Sales Manager

JD: cg



CABLE SERVICES BUREAU

APR 16 9 49 AM '97

PO BOX 12289 6146 BUENA VISTA ROAD
COLUMBUS, GEORGIA 31917-2289
(706) 561-3828

RECEIVED

April 4, 1997

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

Re: CS Docket No. 97-55

Dear Commissioners:

RECEIVED
APR 15 1997
FCC MAIL ROOM

As General Manager of WLTZ Television, 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.

Here at WLTZ Television, we implemented the rating system in mid-January and of this writing, we have not had the first phone call from our viewing audience asking us to explain the system.

This is telling me that our viewers understand the system and it is obviously working. As you know, the rating system is only three months old and I suggest the only groups that are against the voluntary rating system are advocacy groups, newspapers, politicians and groups that get behind a cause simply because they can.

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 rating system that parents in my community find useful and easy to use. It easily satisfies the requirements of the Telecommunications Act of 1996 and unquestionably meets the standard of "acceptability" in the act.

I urge the Commission to recognize the importance of what the industry has done and approve the TV Parental Guidelines.

Sincerely,

Tom Breazeale, III
Vice President/General Manager

TB: cg

April 7, 1997

RE: Age-based rating system for Videos.

Dear Rick Chessler:

I would like to go on the record in opposition to an age-based rating system of any kind. It seems as though younger children view the programs rated for viewing by older individuals as "forbidden fruit," so to speak. Thus making it enticing to them.

I feel that a content-based guide is more objective. Content-based information also allows parents to make ~~more~~ their decisions based on the family's value system rather than the age of family members.

Thank you for your time and consideration.

David V Jensen

David V Jensen
250 E 1300N

1200 WALKER ST OREGON 97143

97-55

April 7, 1997

**Federal Communications Commission
CS Docket 97-55 - Comment on Industry
Proposal for Rating Video Programming
1919 "M" Street NW
Washington, D.C. 20554**

RECEIVED**APR 15 1997**

Federal Communications Commission
Office of Secretary

Dear Commissioners:

This letter represents many parents and citizens in the state of Utah who are deeply concerned about the recommendations of the Motion Picture Association of America, the National Cable Telecommunications Association and the National Association of Broadcasters on implementation of the 1996 Telecommunications Act.

We have learned from experience and from research conducted at the Center for Community and Social Policy at the University of California at Santa Barbara that an age-based rating system has a "forbidden fruit" effect and thus serves as an enticement rather than a deterrent to youth. Even a content-based system could have the same effect. The criteria for either rating system would inevitably be arbitrary. What would be preferable is a review of content prior to airing so that concrete information would be provided upon which to make critical viewing decisions.

Regarding the V-chip, it is improbable that the owners of 70 million televisions in the country would pay the estimated \$200 installation cost. In our home, we purchased a \$35 lock box which has been adequate. The production of televisions containing the V-chip, beginning in 1998, is a good protection but we urge that no mandate be established regarding installation in existing appliances.

Thank you for your efforts to be certain that our policies in this vital area are effective in protecting our children. It seems far better to enforce existing broadcasting decency standards than to open the floodgates - allowing more violence, explicit sexual content, nudity and profanity - and then consider ourselves safe simply because it is labeled.

Sincerely,

**V. Lauri Updike
4728 N. Mile High Drive
Provo, Utah 84604
801-224-1405**

No. of Copies rec'd _____
List ABCDE _____

Jean Maines
323 Maple Ave
Clearfield, Pa 16830

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

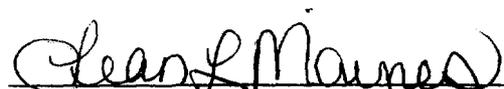
We are writing on behalf of the National PTA and the Third Ward PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content so that parents 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 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,


Clearfield, Pennsylvania

March 1997

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

Dear Chairman Hundt and Commissioners:

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

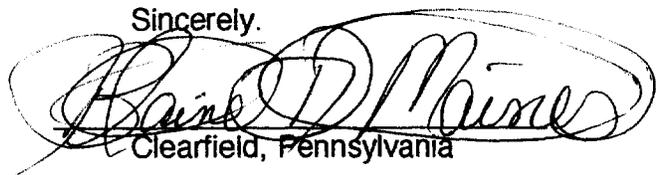
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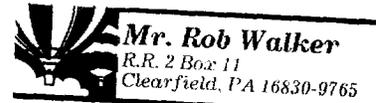
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Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Clearfield, Pennsylvania



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

We are writing on behalf of the National PTA and the Third Ward 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 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 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,

A handwritten signature in cursive script that reads "Rob Walker".

Clearfield, Pennsylvania

March 1997

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

RE: CS DOCKET NO. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

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

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,

Karen Zillig
5560 Springdale Rd
Cincinnati, Ohio 45251
Colerain Elm. School.

SAMPLE LETTER TO THE FCC

Your letter must be received by April 8, 1997

Dan & Julie Kelly
13501 Haines Ave. NE
Albuquerque, NM 87112-4933

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

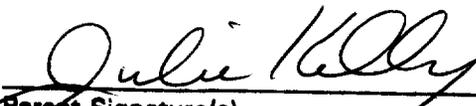
I am (~~we are~~) writing on behalf of the National PTA and the Local (local, council, district, or state PTA) to voice my (~~our~~) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen 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,



Parent Signature(s)
Albuquerque, NM

c/o Noble School PTA
Noble Elementary School
1293 Ardoon Street
Cleveland Hts., OH 44121
March 31, 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 writing on behalf of the National PTA and the Noble School PTA to oppose the v-chip rating system presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The age-based rating system this group proposes lacks sufficient information about content for parents to decide which programs their children ought or ought not to watch. Major surveys conducted this fall by the National PTA, U.S News & World Report, and Media Studies Center/Roper show that parents overwhelmingly prefer rating systems that give them information about the content of programs. Valenti's age-based system allows the TV industry to interpret what is appropriate for children; parents, however, want to decide for themselves what is best in this matter. I reject any rating system that fails to include content descriptions on the screen and in TV scheduling guides.

The FCC, by law, is required to rule whether the TV industry's rating system conforms with the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve it. Instead, I request that the FCC push for a rating system that includes information about content such as V (for violence), S (for depiction of sex and nudity), and L (for profane or objectionable language). I also request that the rating board be independent of both the TV industry and the FCC and that it include parents. Finally, I ask 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 your attention.

Sincerely,


Mr & Mrs Robert Gill
4138 Callie Powell Cove
Bartlett, TN 38135

April 7, 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 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,

Kristine A Gill

March 1997

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

RE: CS DOCKET NO. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

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

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,

M. Todd Taylor

5560 Springdale Rd.
Cincinnati, Ohio 45251 (513) 385-4555