

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,

Thomas F. Lewis

0022 Calhoun RA Cont' Dhu 45722

Warren Twp. PTA
Warren Central High School
9301 E. 18th Street
Indpls., In. 46229
March 19, 1997.

Chairman Reed Hundt and FCC Commissioners
c/o 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

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

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--That 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,



3000 West Alameda Avenue
Burbank, CA 91523
818 840-3373
Fax: 818 840-3248

A Television Subsidiary of
National Broadcasting
Company Inc.

Carole Black
President and
General Manager



CS 97-85

April 7, 1997

APR 15 1997

RECEIVED

VIA FAX/MAIL

Office of Secretary
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

Re: Television Ratings System

Dear Sirs:

As President and General Manager, NBC 4 (KNBC), I am writing to express in the three short months the present ratings system has been in existence, my station has never received a negative comment.

The legislative history and the law makes clear that the Commission should act only if the industry fails 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,

A handwritten signature in cursive script, appearing to read "Carole Black", with a long horizontal line extending to the right.

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List ABCDE _____

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Cornell Middle School PTA
1600 Cornell Street
McKeesport, PA 15132

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 Cornell Middle 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:

*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 a 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,

Mrs. Leanne Miller

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 the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
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- * That the rating board be independent of the industry and 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,

Rodger + Guy Bunn Gardner
Clearfield, Pennsylvania 16830-1425
126 FULTON STREET

JOHN RIGGLE
VICE PRESIDENT
GENERAL MANAGER



RECEIVED

APR 15 1997

FCC MAIL ROOM

April 9, 1997

DOCKET FILE COPY ORIGINAL

Office of The Secretary
FCC
1919 M Street, N.W.
Washington, DC 20554

RE: CS Docket No 97-55

Dear Commissioners,

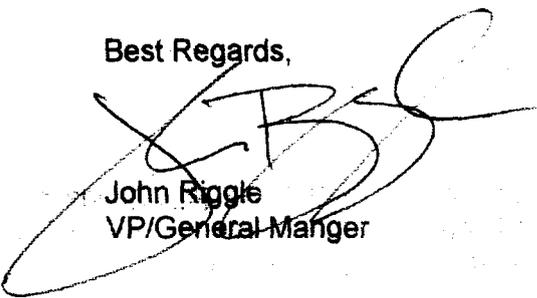
Over eight years ago this station, WPMT, instituted a comprehensive ratings system for all of our movie programming (nine movies per week). When we researched the impact of this rating system, we found there was virtually no interest. When we canceled the program, we did not receive a single protest. As we instituted the new ratings system in January, we were surprised to see, after so much play in the press and inside the beltway, that only one person wrote to comment on the new ratings system.

For years we have prided ourselves as responsible broadcasters editing language and gratuitous violence from our movies and carrying syndicated shows that have family appeal. We have made substantial effort to create a safe harbor for children from 3pm-6pm each day.

We expend considerable effort addressing our communities needs with projects that far surpass the normal airing of PSA's and have produced over 5,000 educational children's vignettes.

In short, it disappoints us to see that perceptions inside the beltway are often different than the realities of the marketplace. We welcome your reply. Thank you for your attention.

Best Regards,


John Riggle
VP/General Manager

JR/slh



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FAX 717 843 9741 <http://www.fox43.com> NEWS FAX 717 845 6645

W T A J • T V



5000 Sixth Avenue
P.O. Box 10
Altoona, PA 16603-0010

(814) 942-1010
Fax (814) 946-8746

Louis A. Gattozzi
General Manager

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RECEIVED

APR 15 1997

FCC MAIL ROOM

April 9, 1997

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

RE: CS Docket No. 97-55

Dear Commissioners:

As General Manager of WTAMJ Television, I am writing to express my support of the current voluntary rating system developed by the television industry. This system builds on 28 years of familiarity and success of the movie rating system. This easy to understand rating system has served both the public and movie industry well.

At our station, we have received very little comment about the ratings. However, in order to solicit viewer comments, our station did a live phone in on one of our newscasts. The consensus of the calls was that the guidelines are a good tool that should be used by parents. The callers clearly indicated that parents should take advantage of what we as broadcasters are doing and use the ratings to help make family viewing decisions.

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 effort the industry has voluntarily put forth and approve the TV Parental Guidelines.

Sincerely,

Louis A. Gattozzi
General Manager

LAG/drm

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DATE ABCDE



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CS9785

APR 13 1997

RECEIVED

III

April 4, 1997

Federal Communications Commission
1919 M. Street N.W.
Washington, D.C. 29554

Dear Commissioners:

WLBT-TV has not had one call from the viewing public regarding the content ratings system. There was an article about the program rating system that recently ran in our local newspaper, the *Clarion Ledger*, even after that ran no response came from the public. In the Jackson, Mississippi television market there does not seem to be much interest in the program ratings system. This is not to say there is no interest in programming. There is no magic ratings system that will create demand for better programming or will eliminate undesirable programming. The viewing public determines what will be seen by their measured viewing habits and what they determine to be acceptable programming.

The television industry has developed a voluntary ratings system that is very understandable and easy to use. It is time to recognize that it is only as effective as a viewer wants it to be. There is no system that will satisfy everyone. Give the TV Parental Guidelines time to work before the FCC tries to reinvent a new system.

Sincerely,

Dan Modisett
President and General Manager



TV-3 Inc.
WLBT-TV3
P.O. Box 1712
Jackson, MS 39215-1712
Phone (601) 948-3333
FAX (601) 960-4435

No. of Copies rec'd 0
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C 89755

812 Free Silver Rd.
Nashville, Tenn.

37207

April 5, 1997

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
Room 222
1919 M. Street, N.W.
Washington, D.C. 20554

RECEIVED

APR 15 1997

FCC MAIL ROOM

Dear Mr. Caton:

I join the National Black Child Development Institute in urging the Federal Communications Commission to rule the TV Parental Guidelines unacceptable.

The National Association of Broadcasters, National Cable Television Association, Motion Picture Association of America does not:

1. Rate program content adequately
 2. 15 second before the start of the program announcement is insufficient.
 3. Television listings are not required to public ratings.
 4. There will be no advance rating system that's reliable. Local stations can choose or not feature a rating.
 5. Children and parents are not represented on the Oversight Monitoring Board
- As a child advocate, Early Childhood Consultant, and parent, I deeply care about TV Ratings and appeal to the FCC to do the same.

Sincerely,

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C42K CS 97-50

3991 Mica Trail
Eagan, MN 55122
March 20, 1997

FC COMM

Mass Media Bureau
Federal Communications Commission
1919 M St NW, RM 314
Washington, DC 20554

APR 15 1997
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To Whom it May Concern:

I am a senior at Eagan High School in Eagan, Minnesota, and I am currently enrolled in a class entitled The Research Paper. The objective of the course is to write an extensive research paper on a controversial topic of our choice. I have chosen to write about the new Television Rating System, and I was hoping that you would be able to help me.

I would greatly appreciate any free information you could send me about the rating system, how it's being used, and what is being done to make it even better. Any information about this would strengthen my paper immeasurably.

Thank you in advance for you help.

Sincerely,



Daniel Gierok

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4-1-97

Dear Mr. Hundt & the FCC Com.

I would like to voice
my opposition to the
proposed Age-based Rating
system.

I am the mother of 8
children and a part-time
teacher. As both a parent
and teacher it would be
much more informative to
have a descriptive content-based
rating system to help my family
make the right T.V. choices.

Thank you for listening
Sincerely

Judith Olson
and family

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 as a concerned parent to voice my opposition on 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 the 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 meet the needs of parents.

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

Sincerely,

David A. Ledgerwood
Gail K. Ledgerwood

April 1, 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 Local English Landing Elementary 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 the 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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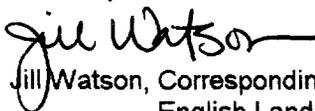
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That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

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

Sincerely,



Jill Watson, Corresponding Secretary
English Landing PTA
Kansas City, Missouri

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 2055

Dear Chairman Hundt and Commissioners:

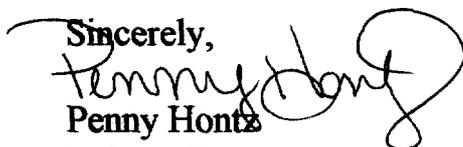
RE: CS Docket No. 97-55, FCC 97-34

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

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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,

Penny Hontz
Euless, Texas

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 2055

Dear Chairman Hundt and Commissioners:

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

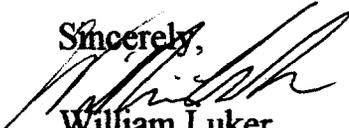
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Sincerely,



William Luker
Eules, Texas

CS 97-55

April 9, 1997

FCC
Broadcast Complain Office
2025 M Street, NW
Washington, D.C. 20554

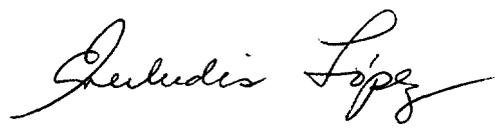
Dear Sir/Madam:

I am a Fairfax County resident and a Media General Cable subscriber in Northern Virginia. As I was glancing through my TV channels **Tuesday, April 8, 1997**, I stopped and watched in shock how a sex scene was very explicit shown on TV. It was a movie shown on channel 3 or better known as "E" Entertainment Television. The time of the day when they showed the picture was 1:00 P.M.. The movie title is **Deadly Exposure**. No parental guidance was used.

I am stunned that this type of sexual scene is permitted in day time TV without warning.

I am respectfully requesting an investigation from your agency into this matter. Please inform me of your findings at the address below.

Sincerely yours,



Everludis López
12620 Rock Ridge Rd.
Herndon, VA 20170-2879
Phone: 703-444-6854

No. of Copies rec'd 0
List ABCDE

CS97-85 April 8, 1997

Dear Mr. Chesson,

I am writing to express my concern regarding the age-based rating system. I feel it will be of no benefit at all in helping me or any other parent sift through the undesirable contents of movies and programs. I find the current movie rating system, G, PG, PG-13, etc., ineffective in informing me as to objectionable content found in the movies even though the system is supposedly based on content as well as age.

Much preferable would be a content based media guide giving details as to exactly what will be seen and heard. Then parents can choose not to expose themselves or their children to anything they find offensive.

Sincerely,
Mrs. Nay Lynn Rudd

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April 7, 1997

Mr. Chessen,

With all due respect I wish to express opposition to the age-based rating system that has been concocted to supposedly inform parents as to objectionable material found in movies and TV programs. It seems to me that this type of rating system would only escalate the amount of smut and indecency already permeating the media. With this type of system, movie and TV producers would have license to exceed any standard of decency by giving it an entirely subjective "age appropriate" viewing label and thereby claiming no accountability for its contents. You know as well as I do that no matter what the "rating", children will be enticed to view it. Please think of a better way to inform parents and children as to the content of these shows so that we are not caught unawares as we sit to watch a "family" show.

Thankyyou,

Iain P. Rudd

Iain P. Rudd

CS97-55

FCC MAIL ROOM

APR 15 1997

RECEIVED April 7, 1997

To Whom It May Concern,

Please reject the T.V.

Industry Rating System.

We are very concerned about
our grandchildren & all other

children who watch T.V.

We must keep them clean

& pure. There is too much
corruption in our world.

Ethel Timm

No. of Copies rec'd
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April 5, 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, FCC97-34

We are writing to you about an issue that involves the question of mental and moral health of our family. We would like to, in the name of the National PTA and the local Michigan chapter as well as the local school district of Birmingham and our individual elementary school of Beverly, express our dissatisfaction with the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. This system does not give parents sufficient information to make adequate decisions.

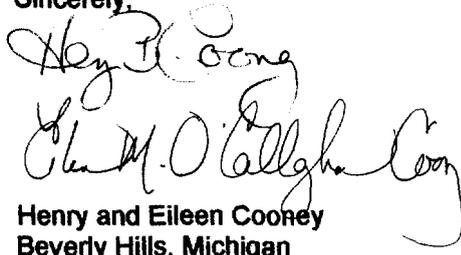
We much prefer the rating system that gives parents information about the content of programs. Any system that does not give such information is useless. We do not believe the industry's rating system has met the requirements of the Telecommunications Act of 1996. This system should not be approved.

It is necessary that any approved system include content information on violence, sexual situations and nudity, and language. The v-band chip must also be broad enough to receive more than one rating system. The rating icon should be broad enough and appear more prominently and frequently on the screen.

Of course it is also necessary that the rating board be independent of the industry and the FCC and that it include parents and all research be completed by independent sources which also involves parental influence and feed-back.

Thank-you

Sincerely,


Henry and Eileen Cooney
Beverly Hills, Michigan

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 and the Douglass Houghton PTA, Waterford, Michigan 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. I would prefer a content-based system rather than an age-based system. I feel the decision as to what my child(ren) views on television should be in my hands rather than in the hands of the TV industry.

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 age-based 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,

Maureen Johnston

April 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 Buena Vista School PTA in Walnut Creek, California 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;
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Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



March 1997

Chairman Reed Hundt and FCC Commission
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 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.

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- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

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

Sincerely,

Edward & Mary Strand

March 18, 1997

DOCKET FILE COPY ORIGINAL

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

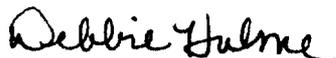
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- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents;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

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

Sincerely,

Debbie Hulme
Melbourne, Florida



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

I am writing on behalf of the National PTA and the Otis Brown PTA in Irving, 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.

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- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

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

Sincerely,

Shawna Mayberry, M. Ed.
Elementary Classroom Teacher