

April 4, 1997

William F. Canton,
Acting Secretary, Federal
Communications Commission,
1919 M. Street, N.W. Room 222, APR 10 1997
Washington, D.C. 20552. FCC MAIL ROOM

Dear Mr. Canton;

I am a resident in a mobile home park in Florida, and own and have exclusive use and control of my home. I rent lot space from the park owner who owns the real estate on which my home sits.

My mobile home park owner impairs my right to receive video programming from direct broadcast satellite transmissions or other types of over the air reception devices. Please ask the FCC to clarify, in writing, that their rule dated August 5, 1996, is applicable to mobile home owners

who own their home and have exclusive use and control of their home.

The above mentioned FCC rule is in regard to "Satellite and Antenna Rules, Further notice of Rulemaking, CS Docket No. 96-83," effective October 14, 1996.

Thank you very much for your consideration.

Sincerely,

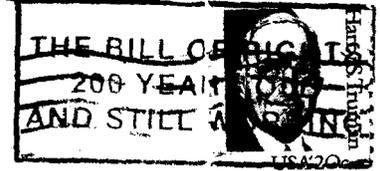
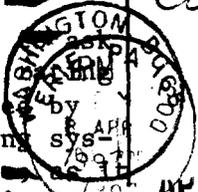
David H. Godfrey

DAVID H. GODFREY
17100 TAMAMI TRAIL, LOT # 4/
(TROPICAL PALMS) PARK OWNER:
NEW WORLD COMMUNITIES
P.O. Box 3862, Ocala, FL. 34478-3862
→ PUNTA GORDA, FL. 33955-7116

4-2-97

CS 97-55

Gentlemen: I am writing you to ~~review~~ the new TV system which was conceived by Jack Valenti. This rating system is very inappropriate. It is based on the industry's idea of what is age-appropriate & not the parent's knowledge of what is appropriate for their children. THE RATINGS GIVE THE TV INDUSTRY THE LICENSE TO DO AS THEY PLEASE. This way they have no moral responsibility since the rating pushes that onto the parent - who doesn't have the knowledge or information to make informed decisions about what their children should watch. 80% of parents surveyed prefer a system that details a show's violence, sex, & foul language. Please do what you can for the sake of the future of this great PRO-LIFE "ZINGER" USA. Thank you,



APR 10 1997

FCC MAIL ROOM

Federal Communications
 Commission
 1919 M Street NW
 Washington, DC 20554

Helene Welch RR2, Oil City, Pa 16301

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 List ABCDE

CS 97-85

603 N. Hayes
Mount Ayr, Iowa 50854
7 April 1997

Mr. Reed Hundt, Chairman
Federal Communication Commission
1919 M. Street, NW
Washington, D.C. 20554

Dear Mr. Hundt,

As an adult I watch very little mainstream entertainment TV programs. The standards of moral decency, intellectual benefit, or human inspiration are so lacking, that I simply disregard much of the programming.

But unfortunately much of the nation, particularly the nations young, whose values or anti-values are being formed, do watch what is on television.

I believe that a strong content-based system is needed to regulate the appetites and the elite hollywood purveyors of programs that violate by immorality, perversion and violence standards of decency. Our nation seems to plunge ever further into moral and social chaos. Television and movies are certainly not the only cause and not the only sign of decay, but the entertainment media does have a lot of influence and they must be held accountable, as they seem very ill qualified to police themselves.

Sincerely,

Raymond V. Banner

Raymond V. Banner

No. of Copies rec'd 0
List ABCDE

From: Eldon Corry

To: Mr. Reed Hundt & The FCC

Date: 4/7/97

R.E. CS Docket No. 97-55, FCC 97-34

Dear Mr. Hundt & FCC,

I would like to voice my strong opposition to the industry T.V. rating system.

Please put in place a rating system that includes program content descriptions so I can be better informed.

Thanks for your help,

ECC Co

Eldon Corry
1333 N. Oakridge Dr.
Coezerville, UT.
84014

FOUNDRY ROOM

April 7, 1997

10 1007

RECEIVED

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

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

4/7/97

Rick Chessen,

Thank you for your help in this matter. I appreciated our conversation.

Faursi Urdike



TOP MAIL ROOM

APR 10 1997

April 4, 1997 RECEIVED

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

RE: CS Docket N. 97-55

Dear Commissioners:

As General Manager of KSDK-TV in St. Louis, 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 KSDK we feel that the ratings are too new for parents to have formed an opinion of them as yet. We have had no viewer feedback at all regarding the rating 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 people in our community find useful and easy to use. It easily satisfies the requirement 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 black ink, appearing to read 'Ardyth R. Diercks', written in a cursive style.

Ardyth R. Diercks

Office of the Secretary
Federal Communications Commission
1919 M St. NW
Washington, DC 20554

FCC MAIL ROOM

MAR 10 1007

RECEIVED

CS Docket No. 97-55

Dear FCC,

I appreciate the opportunity to file this comment concerning the rating system recently implemented by the television industry.

It is my opinion that the age-based system that has been adopted by the television industry is wholly inadequate to accomplish the goal for which it was implemented.

If the goal is to protect our children from explicit sex, violence and language content, then the public would be well served by having an independent body overseeing this function. We cannot reasonably expect "the fox to guard the hen house". The television industry is incapable of rating the content of their own productions, because profit is there primary motive. The age-based system is an perfect example of superficial and weak policy to keep truly effective guidelines from being forced on the industry.

This poor rating standard is worse than no rating system at all. The current age-based system gives no guidelines concerning the offensive content of the shows. If we don't specifically address what is offensive in a given show's content, then all we do is giving television programmers a shield to hide behind when consumers are offended at what television contains. The age of the viewer is relatively insignificant at this point. Offensive content is offensive content, for adults as well as children. There should be no double-standard.

A better plan would be a content-based system administered by individuals who are fully independent of TV production and profits, who have high moral and ethical standards which flow from the Judeo-Christian faith upon which this nation was founded.

Traditionally, parents have been the primary filter for protecting America's youth from inappropriate TV viewing. In view of the relatively weak state of the modern American family, it becomes all the more important for the FCC to implement TV ratings which truly offers views protection from the daily bombardment of explicit sex, violence, and language which characterizes much of current television programming. We are allowing the industry to program young minds with unbelievable sights and sounds, far beyond their wisdom or maturity to deal with wisely.

The best solution is the television industry to quit broadcasting explicit sex, violence, and language. Until that unlikely event happens, it is up to good and moral people to prevail in this effort of determining what is appropriate for public television viewing.

I ask the FCC to implement content-based ratings, which afford Americans children the most protection possible.

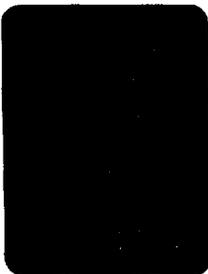
Sincerely,



Kathleen Shanks
9901 NW 15th Court
Coral Springs, FL 33071

RECEIVED
APR 10 1997
FCC MAIL ROOM

April 7, 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 WRBL, 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.

In the three short months the system has been in existence, my station has not had one call from our viewers. This leads me to believe that those who care are satisfied with the new 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,

A handwritten signature in cursive script that reads "Jim Caruthers".

Jim Caruthers
Vice President and General Manager

KOTA
TERRITORY

Duhamel Broadcasting Enterprises

KOTA TV3
518½ ST JOSEPH ST
PO BOX 1760
RAPID CITY, SD 57709-1760
(605) 342-2000

KOTA TV3
KDUH TV4
KHSD TV11
KSGW TV12
RADIO 1380 KOTA

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APR 10 1997
FCC MAIL ROOM

April 3, 1997

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

RE: CS Docket No. 97-55

Dear Commissioners:

As Operations Manager of Duhamel Broadcasting Enterprises, 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.

In the three short months the system has been in existence, our four stations have not received a single call or letter asking for us to explain 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,

DUHAMEL BROADCASTING ENTERPRISES


Monte Loos
Operations Manager

ML:dw

230 E. Superior Street
Duluth, MN 55802-2185
218 727-8484

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APR 10 1997
FCC MAIL ROOM

April 4, 1997

Federal Communications Commission
1919 M Street NW
Washington DC 20554

CS Docket No. 97-55

I am writing to express my strong approval of the voluntary rating system developed by the television industry.

In the three months the system has been in existence, despite all the media coverage on television, newspapers, magazines and other media, *we have not received a single phone call, e-mail or letter from viewers with regard to the rating system.* It is as if our viewers are completely apathetic about the entire matter.

It's possible that the ratings system is too new for parents to have formed an impression or opinion.

I believe that the industry has been proactive in implementing a voluntary ratings system for better control by parents of television viewing, and I urge the Commission to recognize the importance of what the industry has done, and approve the TV Parental Guidelines.

Sincere regards,

A handwritten signature in cursive script, appearing to read "Robert J. Wilmers".

Robert J Wilmers
President & General Manager

SAMPLE LETTER TO THE FCC

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 welfare of our children (~~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, *Kathleen [unclear]*

Your Name *Beverly Hill, MI*
Town, State

PS. Forgive me for not writing my true letter, but I am sure there is no other more important issue. The letter captures the idea.

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1804 STAR-BATT DR.
ROCHESTER HILLS **852-7526**

Lopez Elementary School PTA
637 Wabash Street
Fort Collins, CO 80526

March 31, 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:

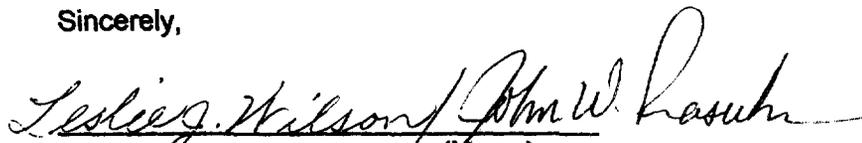
I am writing on behalf of the National PTA and the Lopez Elementary School PTA to voice my opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1977. The rating symbol on the TV screen does not provide sufficient content information 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 1966. 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 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,


Leslie Wilson (Name)
707 Dennison Ave. Ft. Collins, CO
(Address) 80526



MAINE PTA
MAINE CONGRESS OF PARENTS AND TEACHERS, INC.
16 Winthrop Street, Augusta, Maine 04330
(207) 621-2782
Dial (207) 621-2PTA

April 6, 1997

Chairman Reed Hundt and FCC Communications
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

We are writing on behalf of the National PTA and the **MAINE 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' 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:

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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 the rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

On a more personal note, recently in my neighboring town, an 8 year old witnessed a cartoon show and proceeded into his family's garage in which he tried to hang himself. If his brother had not found him in time, he would have been a fatality. This child thought he could replicate what a cartoon had shown him was fun with no consequences realized.

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

Sincerely,

Nancy E. Saucier, President
Maine Parent Teachers Association
Caribou, Maine

Marie Harbison
Critical TV Viewing Project Coordinator
Alabama PTA
5350 Red Hollow Road
Birmingham, Alabama 35215
April 4, 1997

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

Dear Chairman Hundt and Commissioners:

I am writing you concerning CS Docket No. 97-55, FCC 97-34. As a parent of four children and leader in the Alabama PTA I have a great concern about the materials that our children are exposed to through the media. I believe that the TV ratings should be more explicit, explaining content rather than what someone in the industry has deemed age appropriate.

I have talked with a number of parents and have been keeping up with this through publications of the PTA as well as the local newspaper and I believe that there is overwhelming support for content based ratings rather than age based ratings.

It is imperative that the television industry assume responsibility for providing quality programming for our children and youth especially during the times that children are watching television. I am concerned about the amount and explicitness of the violence, but even more offensive to me are the inundation of sexual innuendos which are becoming less and less subtle during prime time viewing hours.

With the violent acts created by youth and the number of teen pregnancies constantly rising, I urge you to help parents by providing a content based rating system and by providing more quality family programming that instills good character and proper ethics in our youth and society.

Thank you for your consideration.

Sincerely,


Marie Harbison

cc: Joan Dysktra, President, National PTA
Mike Black, President, Alabama PTA
Beth Powell, Executive Director, AL PTA
Lt. Governor of Alabama, Don Siegelman

April 1997



Rob & Liz McCowin
2840 North 975 East, North Ogden, UT 84414

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:

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

I am writing on behalf of the National PTA and the North Ogden Junior High 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, *USA 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 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 meet the need of parents.

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

Sincerely,

P.S. Raising our children is becoming more complicated due to those who place their preference of show's content where we as parents have little to no control over the button on T.V. We can not watch our children's actions every minute - so we need

types of situations. Television is a great tool - But we may need to take them out of our homes if we don't get extra help to monitor what is being shown to our children.

It takes a community, a nation to raise our children to hold strong values, self-worth, and productive natures. ~~These~~ ^{the} children are the great assets to our country.

Bill and Stacey Hodges
3416 Crossing Cove
Bartlett, TN 38134-2504

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

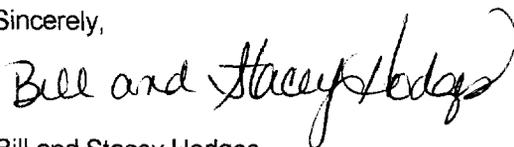
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- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and the in 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,



Bill and Stacey Hodges

**Newington Elementary PTA
10 King Charles Circle
Summerville, SC 29485**

March 18, 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 to you on behalf of Newington Elementary PTA, Summerville, South Carolina to voice our opposition to the v-chip rating system as presented by the TV Rating Implementation Group. We don't believe that the rating symbol on the TV screen provides sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. We do not want the TV industry to interpret what is best for our children. We want to make those choices ourselves, based on content information about the program. Any rating system without content descriptions on the screen and 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 that a content-based rating system be adopted which includes symbols about program content such as V (for violence), S (for sexual depiction and nudity), and L (for language). To assure that this rating system meets families' needs, we recommend that any proposed system be evaluated independent of the entertainment industry and the FCC.

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

Sincerely,

Newington Elementary PTA



Sandy Hazzard, President



Mike Burrell, Principal

Enclosures

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

Opposed to current v-chip rating system proposal.
In favor of content information system.

Larea Lamble

Melba McAllister

Kathy Howell

Deborah Jordan

Kim Soren

Marilyn Sizmore

Lou Minus

Julie Gendron

Stephanie S. Beckley

Jane E. Smith

Pori Lyons

Mike Dunell

Cheryl Owens

Shirley Siskdale

Dorlene Rees

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

Opposed to current v-chip rating system proposal.

In favor of content information system.

Queen Peoples

Car James

Bill Pullman

Theresa Berick

Martha Johnson

Heather Shum

James W Smith

T. M. Kuhn

Jo Hardy

Tom Schasten

Pam Dickey

Joni Eppert

Linda Frazier

Debra S. Polk

Dikley Mike

Christie Baird

Deborah

April 4, 1996

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. 97-34

I am writing on behalf of the National PTA and the Horizon 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/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.

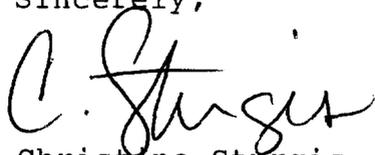
That the rating board be independent of the industry and the FCC and that it include parents.

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 the opportunity to comment on an issue so important to children and families.

Sincerely,



Christine Sturgis
Sunrise, Florida

