

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 Lomond View, Weber District, Utah State 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 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,

*Beverly L. Roberts* (801 782-9444)  
411 E. 3250 N.  
North Jordan Utah 84414

April 1997

**Chairman Reed Hundt and the 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**

**We are writing on behalf of the National PTA and Transit Middle School PTSA 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 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 the 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,**

A handwritten signature in cursive script that reads "Darlene McCall". The signature is written in black ink and is positioned below the typed name "Darlene McCall".

Rita Hodges  
6455 Yale Road  
Bartlett, TN 38134

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

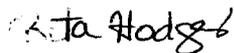
I am writing on behalf of the National PTA and the Altruria Elementary PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information 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 the 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, S and L.
- 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,



Rita Hodges

Clay Co. P.T.A.  
c/o Ms. Cinderella Doss  
P.O. Box 17  
Montpelier, MS 39754

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

Dear Chairman Hundt & Commissioners:

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

Clay County PTA is writing on behalf of the National PTA and our local Clay Co. P.T.A. to voice our opposition to the V-chip rating system as presented by Jack Valenti on Jan. 17, 1997.

We request the following:

- That the FCC accept a rating system that does include content information about programs such as V (for violence), S (for sexual depiction & nudity), and L (for language).
- A V-chip band broad enough to receive more than one rating system.
- The rating icon be made larger, more prominently placed on the screen, and appear more frequently during the program.
- The rating board be independent of the industry and the FCC.

Thank you.

Sincerely,  
Ms. Cinderella Doss, President

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

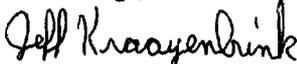
We are writing to you on behalf of the National PTA and the McKinley Middle School PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys that were released in the 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 or not publicized in periodicals that carry TV scheduling is useless.

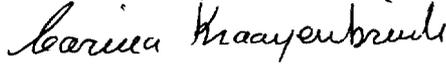
The FCC, by law, is required to determine whether the industries rating system has met statutory requirements to the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead we request the following:

- that under no circumstances should the FCC approve the industries 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 to allow parents to receive more than one rating system;
- that the rating icon on the TV screen be 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 the parents.

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

Sincerely,

  
Jeff Kraayenbrink

  
Carina Kraayenbrink

3609 Skylark Ln. S.E.  
Cedar Rapids, Iowa 52403

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

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

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

  
Kelly J. Gerber  
Co-President  
West Ridge Elementary  
Racine, WI



Pinson Elementary School P T A  
4200 School Drive  
Pinson, Alabama 35126



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 on behalf of the over 1300 members of my local unit PTA. They have voted unanimously to petition the Federal Communication Commission to adopt content based rating system rather than an age based rating system which has been presented by Janck Valenti, Chair of the TV Rating Implementation Group this past January. We believe that the TV ratings should provide parents information on content rather than what some may decide is age appropriate.

Our local unit PTA strongly supports the position of the National PTA and asks that the recommendations of the PTA be accepted by your commission. Our concern is for not only our children, but for all children. The standards and morals we teach today's youth will be the standards and the morals of their generation and of our future.

With the violent acts created by youth and the number of teen pregnancies constantly rising, I urge you to assume some of the responsibility and 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,

Pauline Smith, President  
Pinson Elementary PTA

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

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,

*Jeri Fulson*  
(parent)

# 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,

Teresa & Steve Menz

3302 Royal St  
Winter Park Fl.  
32792

and  
Stacia age 6  
Stephen age 3 and Anthony age 7 months

Thank You

April 6, 1997  
Thomas and Louise O'Boyle  
107 Hoodridge Drive  
Pittsburgh, PA 15228

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 express our displeasure with the proposed v-chip rating system as presented by Jack Valenti. As parents of three children--15 years old, 12 years old, and a 10 year old--we feel that this issue of TV rating is of vital importance.

The current rating system does not help the parent enough. It tells us a rating, but does not give us sufficient information to make a good decision about the show's content. It is very clear that this system benefits the show's promoters. We do not want the TV industry to decide what is appropriate and not appropriate for our children. Frankly, the TV14 shows are not appropriate for my 15 year old boy. However, labeling the show TV14, the TV industry has told my son that "everyone else my age is allowed to watch it."

Therefore, we would ask the FCC not to approve the industry rating system.

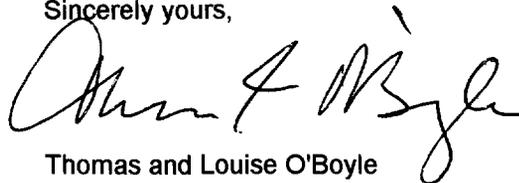
We need a system that includes content information about programs, such as V (for violence), S (for sexual depiction and nudity) and L (for language). The rating should also rate each for the intensity--occasional, frequent or widespread.

The system must be independent of the industry and the FCC and should include parents.

The rating icon on the TV screen should appear frequently throughout the TV show--possibly all the way through the program.

Thank you for giving parents the opportunity to express their opinions and concerns about the current rating system.

Sincerely yours,



Thomas and Louise O'Boyle



April 7, 1997

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

Dear Chairman Hundt and Commissioners:

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

As a concerned parent I am writing to express my opinion about the proposed v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. If ratings are to be placed on programs I would much rather know what content will be in the program as to what age level a child should be to view the materials. As a parent I know that not all children develop at the same rate and what may be understandable to some children at a certain age level will not be suitable for others of the same age.

I do not believe that the rating system proposed will meet the needs of my family and would therefore ask for the following to be considered:

That the FCC accept only rating systems that will include content information about programs. I would prefer ratings such as V(for violence), S (for sexual depiction and nudity) and L (for language);

That the ~~FC~~ required a V-chip band broad enough to 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 includes parents; and

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

I appreciate your time in considering this matter. I am concerned about the programs subject to my children's viewing on TV and would like to know before a program begins what content they will be exposed to.

Sincerely,

*Barbara J. Rogers*

Barbara T. Rogers  
2619 No. 950 E.  
Ogden, UT 84414

4 April 1997

Chairman Reed Hundt and the 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 East High School PTSA, Salt Lake City, Utah, 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 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 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.

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:

1. 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].
2. That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system.
3. 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.
4. That the rating board be independent of the industry and the FCC and that it include parents.
5. 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,



Secretary  
East High School PTSA  
Salt Lake City, Utah

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

Joan Heusser, PTA President  
Centerville Elementary School  
350 E. 100 N.  
Centerville, UT 84014

April 4, 1997

Dear Chairman Hundt and Commissioners:

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

I am writing as a parent and as members of the National PTA and the president of the Centerville Elementary PTA to voice 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 information for parents to make a knowledgeable decision about the program they are about to watch.

Parents have the right to decide what is appropriate for our families to watch. The TV industry does not have the right to withhold information so that our decisions are not accurate. TV programs contents (S-sex, V-violence, N-nudity, and L-language) need to be made known by some kind of system that would educate the individuals about what they are about to watch. As parents we are capable of making our own decisions and choices 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*.

By law the FCC is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We don't believe this system does. We 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, S, N, and L. How much? How graphic?
- 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 of our nation.

Thank you,



President, Centerville Elementary PTA, Centerville, Utah

April 5, 1997

Lorraine Anderson  
3348 West Millerberg Way  
West Jordan, UT 84084

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 22  
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 as a PTA President in the Northwest Council of the Utah PTA. My board and the families in our community wish 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. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves.

- We support the National PTA recommendation for a rating system which gives is designed to give specific information as to the content of the program, i.e. violence, sexual content, nudity, adult language. We also support the idea that these ratings should be shown several times through the course of each program with a larger, more prominent icon.
- We support the National PTA's assertion that the rating board be independent of the TV industry and that it include parents in the decision-making process.

Speaking for community, We realize that the rating system is of very little use unless there are parents monitoring what their children are watching. One of our jobs as a PTA is to inform and support parents in raising well educated, responsible children. Frankly, we encourage parents to TURN OFF THE TV. We educate them about the harmful effect that television can have on their children. We want to take this opportunity to issue the following challenges:

- We challenge the television industry to go further than a rating system. We challenge them to come to grips with the damage they are doing to our children and our culture as a whole and ask them to have the moral courage to turn back the destructive tide of garbage pervasive in TV today.
- We challenge them to reclaim the "family viewing" time block which delays programs containing elements unsuitable for children of any age until later in the evening.
- We challenge them to face reality about the damaging effects of their programming content. Society is quickly falling to the moral standards portrayed on TV and in movies.

Where the general population used to consider using bad language as profane and fowl -- it has now been termed "adult language". I am an adult and that is not the language that I use, nor do the majority of people in this country. Do we want the TV teaching us and our children that using fowl language is acceptable "adult" behavior? Is saturating the mind of a 17 year old with violent behavior any less harmful than saturating the mind of a 35 year old? What do children or adults learn about how to be intimate or have lasting relationships from TV role models so bereft of any moral character?

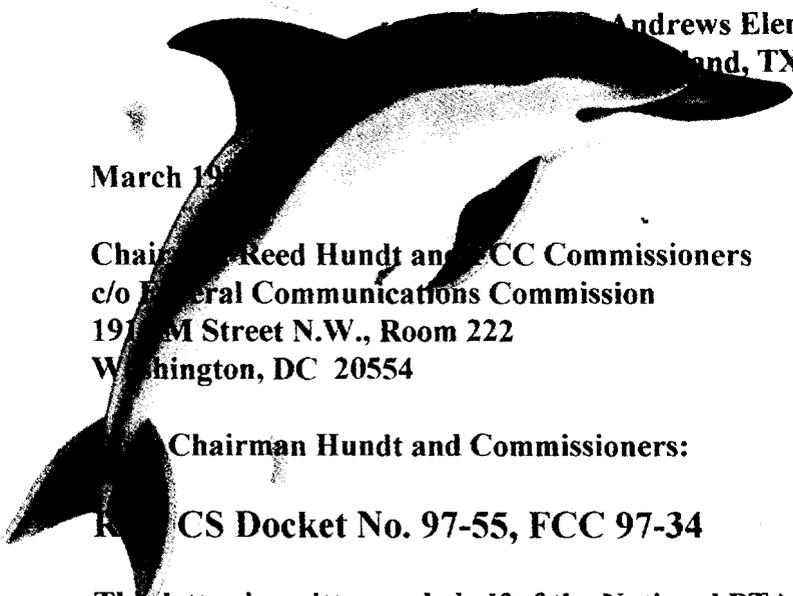
- We challenge them to provide more viewing that that is uplifting or that teaches values or supports proper moral behavior.
- We challenge them to hold themselves to higher standards and choose to feed our children's minds from sources of greater worth.

What we put into our minds is what we are and what we eventually become. Television must take responsibility for the overwhelming effect it is having on the minds of our youth and on mankind. In the meantime, 'As for me and my house - we will TURN IT OFF'.

Sincerely,

A handwritten signature in cursive script that reads "Lorraine Anderson". The signature is written in black ink and is positioned below the word "Sincerely,".

Lorraine Anderson  
Oquirrh Elementary PTA President & Community School Group Delegate  
West Jordan, UT 84084



Andrews Elementary P.T.A.  
Portland, TX. 78374

March 1997

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

Chairman Hundt and Commissioners:

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

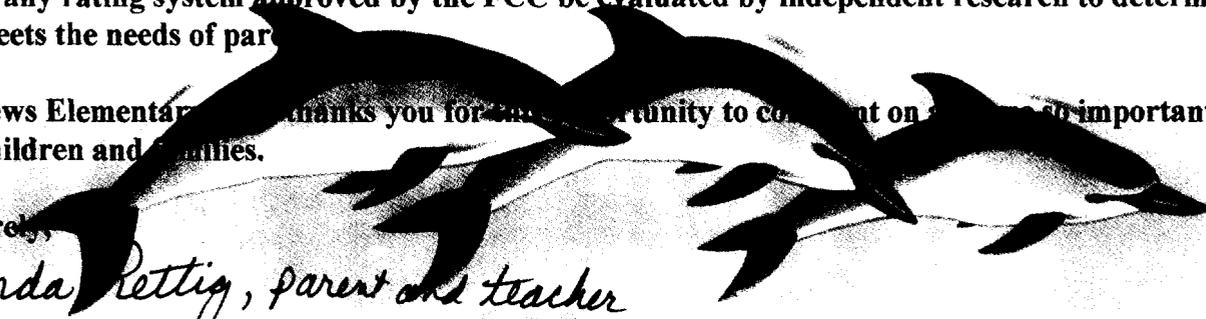
This letter is written on behalf of the National PTA and the Andrews Elementary PTA of Portland, Texas to voice opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. 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.

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's rating system. We request the following:

- \*That the FCC should not approve the industry's rating system and should accept no rating system that does not include content information about programs such as V (for violence), S (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.

Andrews Elementary P.T.A. thanks you for the opportunity to comment on a matter so important to our children and families.

Sincerely,



*Linda Rettig, parent and teacher*  
Portland, Texas

---

555 East 1130 North  
Bountiful UT 84010  
801-298-8744  
Fax: 801-298-8744

April 4, 1997

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

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

Dear Chairman Hundt and Commissioners:

I OPPOSE the V-chip rating system proposed by Jack Valenti, Chair of the TV Rating Implementation Group. The rating symbol does not provide sufficient information for parents to make a knowledgeable decision about the program they are about to watch. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the contents 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 system has met statutory requirements of the Telecommunication 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 as V-violence, S-sexual depiction and nudity, and L-language;
- ▶ That the FCC require a V-chip bank 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 letting myself and others make recommendations for a better tomorrow for our families.

Respectfully,

  
Kimberli Trusty

KT

---



Mr. Douglas Stoddard  
1218 E. 2325 N.  
Ogden, UT 84414-2570

April 1997

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

Dear Chairman Hundt and Commissioners:

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,

*Doug & Linda Stoddard*

*We agree with everything stated here. Please accept our concern with all parents and do it right. We're tired of fith on the "tube".*



Farmington Roadrunners

# Farmington Elementary School

50 West 200 South  
Farmington, Utah 84025  
Telephone (801) 451-1030

*'Everyone A Winner'  
'Respected, Accepted, Responsible'*

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

We are writing on behalf of the National PTA and the Farmington 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 information for parents to make a knowledgeable decision about the program they are about to watch.

As parents we have the right to decide what is appropriate for our families to watch. The TV industry does not have the right to withhold information so that our decisions are not accurate. TV programs contents (S-sex, V-violence, N-nudity, and L-language) need to be made known by some kind of a system that would educate the individuals about what they are about to watch. As parents we are capable of making our own decisions and choices 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*.

By law the FCC is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We don't believe this system does. We 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, S, N, and L. How much? How graphic?

- ▶ That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- ▶ That the rating icons 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 includes parents; and
- ▶ That the 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 of our nation.

Thank You,

Member of The Farmington Elementary PTA,  
Farmington, UT

Beverly Wiser  
Kathryn  
Debbie Malaska  
Marcia Young  
Shirley Lichins  
Rachel Wells  
Cyrena Welch  
Suzi Walker  
Cynthia Webb  
Karen Schleife  
Marie Childs

ROOM 1007

CS97-55

JUDY WITTE  
1526 BOWEN  
CLARK COUNTY

10 1007

Dear **RECEIVED**

I am writing concerning the television ratings. I would like the ratings to include the amount of foul language violence & sex seen in the programs.

Therefore I can get a better idea of what is decent for my family to watch. How is the current rating system being done without this information. I think more parents would appreciate. Please give parents more information before we sit down to watch.

Sincerely,  
Judy Witte

**RECEIVED**

APR 14 1 25 PM '97

CABLE SERVICES BUREAU

RECEIVED  
APR 10 1997  
FCC MAIL ROOM

CS 97-85

Dear F.C.C.,

4-5-97

Please change the  
new t.v. ratings. They are no  
good. The ratings should alert  
parents as to what bad stuff  
is in each program. Please work  
to change this for America's children.

Thank you,

Mark Cohen



Mr. Mark Cohen  
10292 La Hacienda Ave Apt H-14  
Fountain Valley, CA 92708

No. of Copies rec'd  
List ABCDE

0

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**

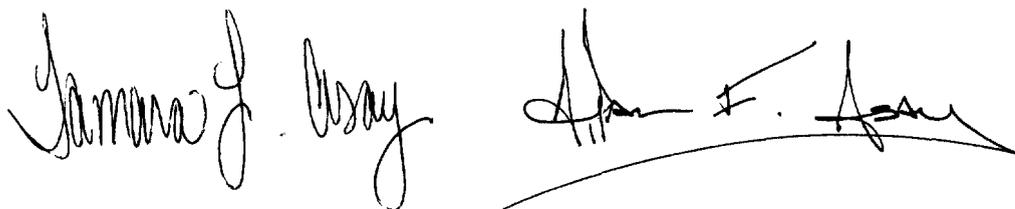
I am writing on behalf of the National PTA and the Rocky Mountain Elementary PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information 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, 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 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,

The block contains two handwritten signatures. The first signature, on the left, is written in cursive and appears to read "Gammal J. Casay". The second signature, on the right, is also in cursive and appears to read "Alan F. Casay". Both signatures are written in black ink.

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

We are writing as parents and as members of the National PTA and the Centerville 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 information for parents to make a knowledgeable decision about the program they are about to watch.

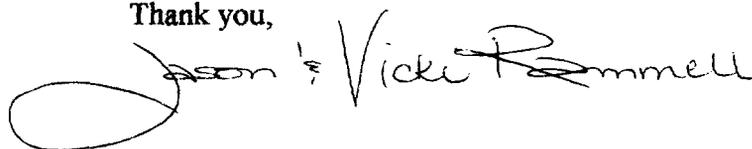
As parents we have the right to decide what is appropriate for our families to watch. The TV industry does not have the right to withhold information so that our decisions are not accurate. TV programs contents (S-sex, V-violence, N-nudity, and L-language) need to be made known by some kind of system that would educate the individuals about what they are about to watch. As parents we are capable of making our own decisions and choices 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*.

By law the FCC is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We don't believe this system does. We 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, S, N, and L. How much? How graphic?
- 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 of our nation.

Thank you,

A handwritten signature in black ink, appearing to read "Jason & Vicki Remmel". The signature is written in a cursive style with a large loop at the beginning.

Member of the Centerville Elementary PTA,  
Centerville, Utah

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 concerning the television rating system for cable, network, and public broadcast programs. We feel strongly about having the rating left on the screen during the entire program. Then if the television is turned on during the middle of a program parents and children will know immediately what the rating is. We believe we need to have more content information about the programs. Then we can decide as parents and also our children which programs will help us become better people, which in turn helps our communities to become stronger.

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

Sincerely,  
  
Mr. & Mrs. Terry Stephens  
Fruit Heights, Utah