

WORKS CITED

1. Biddle, Frederic M. (1996). "Stay Tuned: Decoding TV Ratings." *Boston Globe*
2. Children Now. (1996). "Making Television Ratings Work for Children and Families: The Perspective of Children's Experts."
3. Kunkel, Dale. (1/31/97). "Why Content, Not the Age of Viewers, Should Control What Children Watch on TV." *The Chronicle of Higher Education*

CS 97-55

IN THE MATTER OF: The new television rating systems

COMMENTS OF: Minerva Cedillo

F382 Latin Way, Tufts University

Medford, MA 02155

RECEIVED

APR 22 1997

Federal Communications Commission
Washington, D.C. 20541

COMMENTS: In the following paragraphs, I will discuss the importance of implementing ratings based on both age and content and the necessity of having others outside of the television networks or syndicators supplying the ratings to the television programs in order to have greater consistency between similar shows. Finally, I will suggest that the ratings be aired for a much longer time than what is being done at the present time in order to be more effective.

First I would like to express my satisfaction in the TV ratings separating children's programming into specific categories of early childhood, primarily ages 2-6, middle childhood, ages 7-14, and adolescence, ages 14-17. This indicates to viewers like me that the best interest of these ratings is in the children. In the information provided by the TV Ratings Implementation Group in The Boston Globe, 12/30/96, each rating takes into account the developmental level of these different age groups and links it to what is appropriate TV viewing for them. This reinforces that the content of the shows are being rated and that these ratings are in accordance with the developmental stages of children. Because the rating system is interrelating age and content, then it should be easier for parents to screen what their children watch and to make decisions on whether a show is appropriate or not.

I find it problematic that the syndicators or the TV stations are given the permission to rate their programs. I feel that it should be handled more in a manner like

the movie system in which an independent board as well as parents rate these shows. This will allow for non biased rating and more consistency in the ratings of different programming types. I also feel that more shows should be receiving ratings of TV M. Shows that I watch regularly and that would not surprise me to get a rating of TV M are "The X-Files" which airs Sunday nights on FOX, "ER" airing on Thursday nights on NBC, and "Melrose Place" which airs on Monday nights on FOX. Lets remember that the rating of TV M stands for mature themes, profane language, graphic violence, and explicit sexual content. I felt that "ER" aired on February 13, 1997 was quite graphic and this show was only given a rating of TV 14. The highest rating that I have witnessed "Melrose Place" receive is TV 14 as well. This show revolves around mature themes and there is always some type of sexual content portrayed in the show. If there is going to be a rating of TV M, then I feel that it should be applied to the appropriate shows. Now when I see the rating of TV 14 on the shows mentioned above, I think of it more as a rating of TV M because I have familiarized myself with the type of content that is receiving this particular rating. So far, I feel that the ratings have been consistent with these shows but not appropriate. It is important to be both consistent and appropriate when applying television ratings to different programming types, especially to those of adult interest, otherwise the ratings will be disregarded by the general public and its original purpose will be defeated.

One last thing that I would like to address is the amount of time that the rating is being aired. The ratings usually appear in the first few seconds at the start of the show. I have noticed the increase in time that the ratings are being displayed since the start of the year but I feel that they are still not aired long enough. We must face the fact that if a

person misses the first few minutes of the show that they will not find out the rating that this particular program has received. I would like to see the ratings on the screen either throughout the entire showing of a program, or it should at least be flashed after each commercial break. If we want the general audience to take television ratings seriously and expect them to make a difference, people need to be exposed to the ratings for a much longer time. The ratings must be readily accessible.

I believe that ratings are a rudimentary guide to television programming and that they should be continued. Although, I feel that television viewers must be given more information on the significance of the ratings. I find myself quite knowledgeable about the different ratings because of the class that I am taking on children and the media. Even though my viewing is very limited, I am able to distinguish the difference between TV Y and TV PG. I have a few friends that are unaware of what the different ratings stand for. The rating system is a new resource which I view as quite valuable. We must find a way to educate the general public about the significance of these ratings and their importance.

SUBMITTED BY: *Minerva Cedillo*

Minerva Cedillo

F382 Latin Way, Tufts University

Medford, MA 02155

CS97-85



Center for Applied Child Development

Eliot-Pearson Department of Child Study
Tufts University
Medford, Massachusetts 02155
Telephone 617 627-3355
FAX 617 627-3503



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APR 22 1997

Federal Communications Commission
Washington, D.C.

6 April 1997

**Chairman Reed Hundt
Federal Communications Commission
1919 M Street NW
Washington, D.C. 20554**

Dear Chairman Hundt,

As part of my Children and Mass Media course here at Tufts University, I asked students to assess the current system of television ratings. They utilized readings I had assigned them, as well as other readings, Internet sources, interviews with parents and teachers, and their own television viewing, to develop a position on the system now being employed.

I enclose a set of these papers, because students wanted to have their voices heard on this matter. You will find that many of these students made astute comments. Please include their papers as part of the public comment on the ratings, and take them under your advisement.

Thank you very much.

Sincerely,

**Dr. Julie Dobrow
Coordinator of Children and Media Initiatives
Tufts University**

**CHILDREN AND MASS MEDIA
ASSIGNMENT #2
RATING THE RATINGS**

With the new television ratings system barely a month old, it already has drawn a tremendous amount of criticism. Here is your opportunity to assess the system, and to make a difference in what ultimately happens with it. The FCC, which will formally consider the ratings system within the next year, will take into account the observations of television viewers before making any recommendations. In this assignment you are asked to prepare a comment for the FCC, which I will forward to them.

In a paper of not more than 5 pages, prepare a comment in which you critically assess the present ratings system. Some of the issues that might be considered include:

- * do the ratings give parents enough information?
- * are the age-gradings on ratings appropriate?
- * do the ratings sufficiently cover programming types?
- * are the ratings applied consistently?

These are only a few suggestions; clearly there are many more issues to consider.

To back up the validity of your assessment, you will need to support your assertions with data, either from things you have read for this class, your observations from your own television viewing, or both. Be sure to provide appropriate citations (either footnotes or social science notation - and if you cite tv shows, be sure to say which network they were on and when they were aired). In the end of your comment, make a recommendation to the FCC about the ratings system based on your observations and others' research.

The format for FCC comments is as follows:

IN THE MATTER OF: (The new television ratings system)

COMMENTS OF: (Give your name, address, and any institutional affiliation)

COMMENTS: (The FCC likes you to start with a summary of your comments, then follow with the details, explanations and other materials).

SUBMITTED BY: (Be sure to sign the document, and then type your name and address again).

Please submit to me two (2) copies of your paper. On one I will make my own comments; the other will be forwarded to the FCC.

This paper is due on **February 18**

Attention To: Chairman Good Handt
& FCC Commissioners

From: Mrs. Kathy Reburn
Bedford High School
PTSA Legislative Rep.

Temperance, MI

313-847-6736 high school

313-847-7827 home #

Six pages excluding cover page

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APR 22 1997

Federal Communications Commission
Office of Secretary

MARCH 1997

CHAIRMAN REED HUNDT & FCC COMMISSIONERS
C/O FEDERAL COMMUNICATIONS COMMISSION
1919 M STREET N.W., ROOM 222
WASHINGTON, DC 20554

DEAR CHAIRMAN HUNDT & COMMISSIONERS:

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

I AM WRITING ON BEHALF OF THE NATIONAL PTA AND THE BEDFORD 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 INFORMED DECISIONS ABOUT WHAT IS APPROPRIATE TV PROGRAMMING FOR THEIR CHILDREN.

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 TELECOMMUNICATION ACT OF 1996. I DO NOT BELIEVE THIS SYSTEM DOES SO AND ASK THAT THE FCC NOT APPROVE THE SYSTEM.

ON A PERSONAL NOTE, I WANT TO EXPRESS MY FUSTRATION THAT TELEVISION VIEWING IS SUCH OF A CONCERN THAT WE NEED THESE RATINGS IN THE FIRST PLACE. MANY STUDIES HAVE BEEN DONE AS TO THE HARMFUL IMPACT MOVIES AND TV CAN HAVE ON AN INDIVIDUAL. I AM A LOCAL PTA MEMEBER BUT ALSO A VIDEO STORE OWNER AND I DEAL CONSTANTLY WITH THESE ISSUES. I GREW UP IN AN AREA OF TV WHERE I COULD WATCH LEAVE IT TO BEAVER, THE MICKEY MOUSE CLUB SERIES, AND FATHER KNOWS BEST. MANY HOLLYWOOD PEOPLE SAY THIS

WAS NOT REALITY. WELL I WILL ARGUE THAT BEING ENTERTAINED DOES NOT HAVE TO BE REALITY. IF THE INDUSTRY WOULD REALIZE THAT GIVING US WHOLESOME PROGRAMS OFTEN ENOUGH WILL NOT ONLY CATCH ON, BECOME MONEY MAKERS, BUT EVENTUALLY WILL HELP REFLECT A MORE WHOLESOME SOCIETY. PLEASE HELP OUR PARENTS WITH THIS RATING SYSTEM AS A BEGINNING TO BETTER VIEWING FOR OUR CHILDREN.

SINCERELY,

Kathy M. Rabara

MRS. KATHY M. RABARA
PTA LEGISLATION BEDFORD HIGH SCHOOL

MARCH 1997

CHAIRMAN REED HUNDT & FCC COMMISSIONERS
C/O FEDERAL COMMUNICATIONS COMMISSION
1919 M STREET N.W., ROOM 222
WASHINGTON, DC 20554

DEAR CHAIRMAN HUNDT & COMMISSIONERS:

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

WE ARE WRITING ON BEHALF OF THE NATIONAL PTA AND THE BEDFORD 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 INFORMED DECISIONS ABOUT WHAT IS APPROPRIATE TV PROGRAMMING FOR THEIR CHILDREN.

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THE FCC, BY LAW, IS REQUIRED TO DETERMINE WHETHER THE INDUSTRY'S RATING SYSTEM HAS MET STATUTORY REQUIREMENTS OF THE TELECOMMUNICATION ACT OF 1996. WE DO NOT BELIEVE THIS SYSTEM DOES SO AND ASK THAT THE FCC NOT APPROVE THE SYSTEM.

WE WANT TO VOICE OUR DISAPPROVAL OF THIS RATING SYSTEM LOUD AND CLEAR. THE INDUSTRY HAS A RESPONSIBILITY TO ITS VIEWERS TO INFORM THEM ON THE CONTENT OF THEIR PROGRAMS. WE WANT TO BE TAKEN SERIOUSLY IN THIS REGARD AND WE INTEND TO MAKE OUR VOICES HEARD!!!!!!

SINCERELY,

MANY PTA MEMBERS!!!!!!
PTA MEMBER,

PTA MEMBER, Kathy M. Raborn

PTA MEMBER, Susan Maly

PTA MEMBER, Marisa Sullidan

PTA MEMBER, Sue E Frost

PTA MEMBER, Ruth Sprow

PTA MEMBER, Michelle G. Kelly

PTA MEMBER, Audrey Kitzmiller

PTA MEMBER, Robin Triffio

PTA MEMBER, Karen Clarke

PTA MEMBER, Chita Zak

PTA MEMBER, Stacey Si 4

PTA MEMBER, Barbara Murphy

PTA MEMBER, Robin Marshall

PTA MEMBER, Laura Mathews

PTA MEMBER, Robert Weaner

PTA MEMBER, Karen Macrowski

PTA MEMBER, Edwin J. Ngum

PTA MEMBER, Susan Beuch

PTA MEMBER, Linda Martin

PTA MEMBER, Chloanna

PTA MEMBER, D. Joe Reynolds

PTA MEMBER, Robin B. Sharkey

PTA MEMBER, Sue K. Stamper

NON PTA MEMBER - Paul H. Smith

- PTA MEMBER, *John Caldwell*
- PTA MEMBER, *James Neurey*
- PTA MEMBER, *Gonda Short*
- PTA MEMBER, *Carol Miller*
- PTA MEMBER, *Marilyn Deard*
- PTA MEMBER, *Joe Gault*
- PTA MEMBER, *Paul Hoyt*
- PTA MEMBER, *R. J. Hunt*
- PTA MEMBER, *M. W. Bur*
- PTA MEMBER, *H. Burgo*
- PTA MEMBER, *Sheryl Connolly*
- PTA MEMBER, *Catherine R. Long*
- PTA MEMBER, *Robert A. Dierlein*
- PTA MEMBER, *Ellen A. Bacon*
- PTA MEMBER, *Lynn Parankh*
- PTA MEMBER, *Dennis Hubbard*
- PTA MEMBER, *Charles J. Hawley*
- PTA MEMBER, *William O. Q.*
- PTA MEMBER, *Dorene Decker*
- PTA MEMBER, *Kathleen M. Robbins*
- PTA MEMBER, *Ann M. Marcus*
- PTA MEMBER, *John Dunbar*
- PTA MEMBER,
- PTA MEMBER,
- PTA MEMBER,
- PTA MEMBER,

NON FIT MURDER

BUT MICHIGAN VOTER

Ellen Woodfill

Carl Salha

Barbara L. Pajel

Sharon Miller

Rosemary Bridg

Cathy Harberson

Suzanne Russell

Jim Miller

Elizabeth Hobbs

Gerald Costell

Nancy Costell

Pat Bird

Joyce Spivey

Dan E. Kuen

Lisa Terry

Jacqueline Spool

Esther F. Yull

Christina M. Wlezny

James C. Foster

Donna A. Mitchell

Mary Ann

Dough D. Jones

CS97-55

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APR 22 1997

Federal Communications Commission
Office of Secretary

April 3, 1997

Carol Richardson
310 Fox Hound CT
Bel Air, MD 21015

Mr. Reed Hundt and the FCC Commission
Office of the Secretary
1919 M Street NW, Room 222
Washington, DC 20554

Dear Mr. Hundt and the FCC Commission,

I applaud the efforts of the television industry and the work done thus far in creating and implementing the age-based television rating system. However, as a concerned parent I feel there is much more work that needs to be done. As a general rule, I feel there is excessive violence, sex and adult language on television today. Especially during the time of day, 7 - 9 PM, that most families are available for television viewing. I believe a more detailed rating system is needed for parents to make better decisions for their family. Additional information that I would like to have available would be.... ratings for the content of programming such as violence, sexual content and nudity and adult language. Even further, indicate the level of intensity of each (occasional, frequent, widespread).

Respectfully,

Carol Richardson

cc: Joan Dykstra, National PTA - President
Local television stations WJZ TV, CBS
WMAR, ABC
WBAL, NBC

CS 97-55

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APR 22 1997

Federal Communications Commission
Office of Secretary

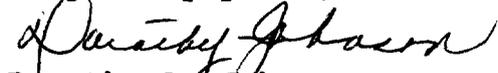
April 7, 1997

The Honorable Reed Hundt, Chairman FCC
1919 M Street
Washington, D.C. 20554

Dear Chairman Hundt:

I am opposed to the age-based rating system and I want to see a content-based system along with return of the Family Hour.

Very truly yours,



Dorothy A. Johnson
23821 Sycamore Drive
Mission Viejo, California 92691

CS 97-55

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FEBRUARY 21, 1997

APR 22 1997

**MR. REED HUNDT
FEDERAL COMMUNICATIONS COMMISSION
1919 M. STREET N.W.
WASHINGTON, DC 20554**

Fed. Comm. Commission

DEAR MR. HUNDT:

I AM WRITING ASKING THAT THE NEW RATING SYSTEM BE REJECTED AS IT NOW STANDS.

UNDER THE PRETENSE OF PROVIDING HELP TO PARENTS, THE INDUSTRY HAS DONE THE OPPOSITE. THEY TELL PARENTS THAT ALL PROGRAMS RATED TV-Y, TV-7, TV-G, TV-PG, AND TV-14, REGARDLESS OF CONTENT OR THEME, ARE SUITABLE FOR KIDS AND YOUTH.....AND GET THIS~~~~THE PERSON WHO PRODUCES THE PROGRAM IS THE ONE WHO RATES IT! NO INPUT FROM THE VIEWING PUBLIC IS ALLOWED. THERE WILL BE NO CONSISTENT PERSPECTIVE USED IN THE RATINGS SINCE HUNDREDS OF DIFFERENT INDIVIDUALS WILL BE DOING THE RATINGS BASED ON THEIR OWN INTEREST.

PLEASE REJECT THE RATINGS AS THEY NOW STAND.

SINCERELY YOURS,

*Babbie Coleman
Curtis Coleman*

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APR 22 1997

Federal Communications Commission
125 Old Oak Road
Newark, DE 19711
April 8, 1997

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

Dear Chairman Hundt and Commissioners:

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

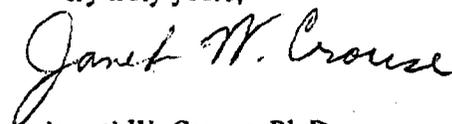
As an active PTA member and advocate for children I strongly oppose the age-based v-chip rating system proposed by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen will not provide parents with sufficient information to make appropriate choices for their children. Three major surveys conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper demonstrate substantial parent support for a rating system based on program content. For example, in the NPTA survey (November 1996) 80 percent of parents wanted separate ratings for sex, violence, and language content rather than a single summary rating.

By law the FCC must decide whether or not the industry's rating system meets the requirements of the 1996 Telecommunications Act. Based on the law the FCC should reject the January industry proposals and adopt a rating system with the following features:

- A rating system that includes information about content such as V for violence, S for sexual depiction and nudity, and L for language.
- A V-chip band broad enough to allow parents to receive more than one rating system.
- A prominent rating icon repeated during the program.
- A rating board independent of the industry that includes parents.
- An independent research evaluation of any rating system approved by FCC.

Thank you for allowing input on this issue so critical to families in the United States.

Very truly yours,



Janet W. Crouse, Ph.D.
Federal Legislation Chair
Delaware PTA

CS97-55

RECEIVED 9 10 181

From: Jay P <tahoka@txdirect.net>
To: B4.B4(complaints-enf)
Date: 4/8/97 9:57am
Subject: New TV Ratings

APR 22 1997

Federal Communications Commission
Director of Consumer Affairs

OPINION on the new Television Ratings System.

If I can first relate the TV ratings system to the film industry ratings system - the rating you give a movie is one factor of how much money that film will make. An R rating draws probably the largest audience while often a rating of G or even X is a death sentence to a film for the mass public.

Because a television program is there to entertain you enough so that you will sit through the commercials (and in theory buy the products), television programs are a financial matter. By adding a ratings system similar to the film industry you are going to end up with mostly TV14 and TV M type programs in order to keep your audience. Unfortunately what might be a TV 14 today will be considered pabulum next year, allowing programs to be raunchier and raunchier as time passes.

On several occasions lately, I have been embarrassed when my son came into the living room and the spew from the television was something that would not have been allowed only a year or two ago. One of those occasions was on Cybil when the ladies were talking in detail about their sexual activity. Another occasion was the Jenny Macarthy Show that my son had taped himself and had JM playing a father in a very skimpy bikini. Jenny bends over in front of the son's friend and the son says "I can't believe you were staring at my Dad's ass!!!" Really lovely stuff.

I've heard all the pro and con arguements about ratings, but allowing ratings is just allowing television to become more and more adult. And you can't just keep your kids from watching television. In today's society you have a TV in every room and the kids are raised with television as a part of their livelyhood. So NYPD blue opened up adult programs....I'm sorry but in the society I live and work in, foul language happens only when accidental pain happens...not in ordinary conversation. So now the television will be training the children how to converse. Please be careful! Television does not just reflect society, it teaches and influences society.

Myself, I would prefer that you return to the format where any adult or child can turn on any non-pay channel and have no fear of being exposed to lewd talk or behavior. If they turn to HBO or buy a program, they know that they are on their own. Let network television remain a sanctuary for the family.

Jay Pennington tahoka@txdirect.net
San Antonio, TX

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HMB ENFOROPEL
COMPLAINT
INVESTIGAT

CS 97-85

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APR 22 1997

COMMUNICATION ARTS

Federal Communications Commission

6117 Vilas Hall
College of Letters & Science
University of Wisconsin
Madison, WI 53706

Fax No. 608/262-9953
Telephone No. 608/262-2543

FAX TRANSMISSION

To: Reid Hundt

Address: _____
city/state/country

Fax No.: 202-418-2810
country code/city code/area code/telephone #

From: Jeanne Cantor (262-2285)

Address: _____

Date: Wed 4/9/97

Total Number of pages (including cover sheet): 2

Message: After seeing Jack Valentis speech,
I had to set the record straight.
I have informed him of his error.

JC

Statement of Professor Joanne Cantor, (608) 262-2285
Ratings Researcher for the National Television Violence Study
University of Wisconsin
April 9, 1997

In Response to Jack Valenti's distortion of the NTVS Research at the
National Association of Broadcasters convention, Las Vegas, April 7th:

Jack Valenti has been ridiculing our research findings, which were unflattering to the rating system he created. But his attacks contain some important misinformation: Contrary to what Mr. Valenti suggests, the National Television Violence Study did not study sex, nudity, and language. Our research showed that the motion picture ratings of "PG-13" and "R" were more enticing to children than the words "violence," "mild violence," or "graphic violence." We never tested the effect of the words "sex," "nudity," or "language" (as he suggests), and we don't claim to know whether these words would be more enticing, less enticing, or equally as enticing as the ratings of PG-13 and R. What we do know is that ratings that urge parental control of children's viewing without specifying what's in the program make programs more appealing to many children.

And even if future research should show sex-related words to be as tantalizing as the MPAA ratings, content labels would still beat Valenti's TV Parental Guidelines on two out of three counts: Content labels indicate what is in each program, so parents can make their own decisions regarding their child's welfare; and parents overwhelmingly prefer content information to age-based ratings, as shown in five independent national surveys.

If Mr. Valenti's goal is to serve "parents who really care," as he maintains, he will confront these issues honestly and give parents what they want and need: content ratings.

Maryland Coalition Against Pornography, Inc.

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APR 22 1997

P. O. Box 2868
Silver Spring, MD 20915-2868

March 12, 1997

Office of the Secretary
Federal Communications Commission
1919 "M" Street, N.W.
Washington, DC 20554

Re: C.S. Docket 97-55 - Rate Entertainment Programming

Dear Sir/Madam

We would like to add our voice to many concerned citizens across the country for the need for more explicit ratings for television programs.

Please let the viewing audience see:

V - for violent content

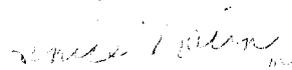
L - for offensive language

S - for sexual explicitness.

Our children deserve it. We, as parents/teachers/educators, must demand it.

The ratings, as they stand, are too broad on their face and too vague. Only the entertainment industry stands to profit, as our children are further desensitized to violence, sexual exploitation, and offensive language.

Sincerely,



Janice Nairn
President



FOX Plaza 5416 South Yale, Suite 500
Tulsa, Oklahoma 74135-6249
918 / 491-0023
KOKI Fax 918 / 491-6650
KTFO Fax 918 / 491-6049

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APR 22 1997



Hal Capron
Vice President
General Manager

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 KOKI-TV, I am writing to express my strong approval of the voluntary rating system developed by the television industry. This system builds on the 28 years of familiarity and success that the movie rating system has had and continues to have. At our station, reaction to the ratings has been mostly positive.

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.

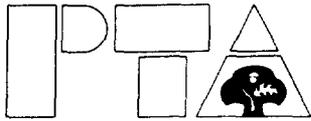
Sincerely,

Hal Capron
HC/kes

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GALE SERVICES BUREAU



FLORIDA CONGRESS OF PARENTS AND TEACHERS

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APR 22 1997

Federal Communications Commission
Office of Secretary

Dear Chairman Hundt

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

On behalf of the Hillsborough County PTA I would like to express my concerns of the proposed V-chip rating system by Mr J Valenti & the TV Rating Implementation Group in Jan' 97. Parents need more information of specific content of TV programs.

I support a system based on content and request the FCC not approve current proposal. I would also suggest an icon that is shown more frequently during a program (every 5 minutes) for several seconds (15-20) at a time. I would also like to see parents of children of all ages involved in the rating system.

Thank you for your support on this issue that affects all children & families.

Sincerely,
Rachel Bauer
Rachel Bauer

No. of Copies rec'd
0

April 1997

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

RECEIVED

Dear Chairman Hundt and Commissioners:

APR 22 1997

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

Federal Communications Commission
Office of Secretary

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,



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List ABCDE _____

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CS 97-55

April 17, 1997

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APR 22 1997

Federal Communications Commission
Office of Secretary

The Honorable Reed Hundt, Chairman
Federal Communications Commission
1919 M Street, NW, Room 844
Washington, DC 20554

Dear Chairman Hundt:

For many years, West Virginia's educational system suffered because of a lack of funds due to an inadequate tax base. During the past several years, there has been a tremendous effort by our leaders to improve economic conditions in our state. Our leaders have been joined by parents, business, and the general citizenry, to improve ~~an~~ educational opportunities for children. They realize that if West Virginia has any future at all it will be through the education of our young people.

In order for us to continue this progress, it is imperative that the Federal Communications Commission approve the Federal-State Joint Board discount plan for universal service for our schools. It is particularly important that schools receive the proposed discounts for internal classroom wiring and connections.

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