

**WOOD
TV**

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May 16, 1997

Office of the Secretary
Federal Communications Commission
1919 M Street, NW
Washington, D.C. 20554

RE: CS Docket No. 97-55

Dear Commissioners:

As General Manager of WOOD TV, I am writing to express my strong approval of the voluntary rating system developed by the television industry. This system is consistent with the years of familiarity and success that the movie rating system has had.

At our station, we have received very little comment about the ratings, less than 20 phone calls and only two letters and all except one have been 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 seem to have accepted and find useful. It easily satisfies the requirements of the Telecommunications Act of 1996 and unquestionably meets the standard of "acceptability" in the Act.

I would urge the Commission to recognize the actions of the industry and approve the TV Parental Guidelines.

Sincerely,



Scott Blumenthal
President and General Manager

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