

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

DOCKET FILE COPY ORIGINAL

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 Ft. Belvoir ^{Combined P.T.A.} (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,

Your Name
Town, State

Monica Wall
Monica Wall
9120 Backlick Rd,
Ft. Belvoir, VA.
22060

The new ratings and icons that have been enacted recently seem like a small pebble tossed at a huge problem. Please enact a system that is much broader, as described above, and approve the wise request of displaying the icon large & more frequently. Monica Wall

mother of 4!
10 yrs.
6 yrs.
6 yrs. + 4 yrs.



NATIONAL PTA ACTION TO DATE

After conducting a national survey of our members, the National PTA held a press conference on November 21, 1996, to release our findings. We garnered exceptional press coverage in newspapers throughout the country, on numerous radio stations, and on NBC, CBS, ABC, FOX, and CNN. We also presented the survey results to Jack Valenti and the Television Ratings Implementation Group for use as they devised their rating system. After the rating group released its ratings, we voiced our opposition to the proposed system to the FCC, Mr. Valenti, and joined almost 30 other national organizations calling for content descriptors for television programs. And finally, we called on the FCC to accept public comment and hold hearings on this issue.



FCC COMMENT PERIOD

On February 7, 1997, the Federal Communications Commission initiated an eight-week comment period on the proposed industry rating system. Between February 7, 1997, and April 8, 1997, the FCC will accept comments from individuals and organizations. The Telecommunications Act of 1996 requires the FCC to "consult with appropriate public interest groups and interested individuals from the private sector" about the industry's voluntary plan, and then to determine if "such rules are acceptable to the Commission."

To file comments, you must mail an original letter or send an e-mail message by April 8, 1997 to the FCC. Your letter will be distributed to all members of the FCC and included in the public record. All letters and e-mail messages **MUST** include the docket number: **CS Docket No. 97-55, FCC 97-34.**



NATIONAL PTA CALL TO ACTION

Before April 8th, 1997, I urge you and your local PTA members to contact Reed Hundt, Chairman of the FCC to voice your opposition to the industry rating system and request a rating system that includes program content descriptors. You can use the enclosed sample letter as a guide, but a personalized letter—typed or handwritten—that includes your feelings about this issue will have the most impact. Please submit your comments—letter or e-mail message to:

Mr. Reed Hundt and the FCC Commission
Office of the Secretary
1919 M Street N.W., Room 222
Washington, DC 20554
e-mail address: vchip@fcc.gov

So that we can gauge the level of participation of PTA members to this CALL TO ACTION, please mail, fax, or e-mail a copy of your letter to me:

Joan Dykstra, President
National PTA
330 N. Wabash, Suite 2100
Chicago, IL 60611-3690

3, April, 1997

Chairman Reed Hundt and FCC Commissioners
40 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 in agreement with the National PTA and the Enoch Elementary PTA in opposing the V-chip rating system presented by Jack Valenti on January 17, 1997.

I feel the rating on the TV screen does not provide sufficient information on the contents of the programs so the parents can make proper judgements on whether our children should watch the program or not. I personally don't feel that the TV industry doesn't have the right to interpret what is best for my children to watch, and your system of ratings is not up to my standards.

I feel that the TV rating system should include a rating of contents such as V (for violence), S (for sexual depiction or nudity) and L (for language). This new rating should also inform us if any V, S, or L was used occasional, frequent or widespread.

~~My~~ My personal believe is that any of this content should be kept off the TV screen period. TV is in all homes with

parents not at home all the time and this content being allowed on TV is in front of childrens eyes as a temptation to watch what they arent allowed to when parents arent home. There are homes with both parents working and these latch key children are not supervised and they have the freedom to choose your improper programs. Just take it all off the screen and we wouldn't have to worry about a rating system in our homes on the TV. It is bad ~~enough~~ enough we have it at the movie theaters. But thats where it should stay in the theaters not at home.

Thank you for listening and judge yourselves accordingly.

Mrs. Stephenie S. Langford

Enoch Utah

Stephenie Langford

5076 N 2700 W

Cedar City, Utah 84720

April 3 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1914 M Street N.W., Room 222
Washington, DC

Dear Chairman Hundt and Commissioners,
RE: CS Docket No. 97-55, FCC 97-34

I am writing to voice my opposition to the V-chip rating system as presented by Jack Valent. I do not approve of a rating system that makes the decision for parents, about what is appropriate for ~~these~~ children.

I believe that a rating such as V for Violence, S for Sexual Depiction and L for Language, with a rating for level of intensity such as 'occasionally', 'frequent', or 'widespread' should be given.

The FCC should also require a V-chip band broad enough to allow parents to receive more than one rating system.

The rating icon should be made larger, more prominent and appear more frequently during program

I also feel that the rating board should be independent of the industry and include parents;

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

I feel we have made one mistake in the movie industry and ought to learn from our mistakes. The ratings for movies rarely matches my beliefs and goals. Please put the decision back in the hands of parents or like the movie industry, the ratings will mean nothing.

Thank you for your time,

Sincerely
Rebecca Foss (Paul and...)
Ephraim Utah

March 28, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 20534

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners.
RE: CC Docket NO. 97-55, FCC 97-34

I am writing on behalf of the Highland Oaks 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, 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.

There are many parents in our community allowing their children to watch T.V. while the parents are busy taking care of household chores such as preparing meals. If a rating system is content based parents will be assured that the programs watched by their children are appropriate. There are many latch-key children in our nation. With a content based TV rating system, parents have a greater control over what their children will be viewing.

Therefore, we request that:

1. That under no circumstances should the FCC approve the industry's rating systems. Further, the FCC should accept no rating system that does not include content info. about programs such as Violence, Sexual depiction, rudity and 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 a program.
4. That the rating 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 parents.

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

Sincerely
Kai-Jen Leong
Highland Oaks PTA member
V.P. - Legislation
10 Virginia Drive, Arcadia, Ca 91006

March 1997

Chairman Reed Hundt & FCC Commissioners
c/o FCC

1919 M Street N.W., Rm 222

Washington, D.C. 20554

Dear Chairman Hundt & Commissioners

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

DOCKET FILE COPY ORIGINAL

I am writing on behalf of the National PTA and Arcadia Unified School District & PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti 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, US World & News Reports & Media Studies Center/Proper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicizing 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. I do not believe

the industry rating system. Instead, we request the following:

- ① Under no circumstances should the FCC approve the industry 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 & nudity & innuendo) and L (Language).
- ② the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system
- ③ the rating icon on the TV screen should be larger, more prominently placed & appear more frequently
- ④ the rating board be independent of the industry and the FCC and that it include parents
- ⑤ 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,
Lori Phillipi
1110 Hamotah Road

March 25, 1997

DOCKET FILE COPY ORIGINAL

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

Dear Chairman Hundt and Commissioners:

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

I am writing on behalf of the National PTA and Robinson Elementary School in Gastonia, North Carolina, 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 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,

A handwritten signature in cursive script that reads "Baxter L. Starr".

Baxter L. Starr
Gastonia, North Carolina

CLS/

B. L. Star
2422 Hoffman St.
Gastonia, NC 28054



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



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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

*George Washington Elementary School
PTA and Middle School PTA
Copper Beech*

I am (we are) writing on behalf of the National PTA and the *Copper Beech* (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.

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

I would also like to see more family T.V. that the whole family could watch together.
Thank you for this opportunity to comment on an issue so important to children and families.

There is very little on at prime time.

Sincerely,

Your Name
Town, State

*Queen Maelhead
3265 Lookout St.
Mahagan, N.Y.*

*Richard J. Nochea
3265 Lookout St
Mahagan, N.Y. 11754*

DOING FOR OTHERS...

The Steve Hebert raffle continues. Under the direction of Ms. Schwarz, the group has sold \$27,000 worth of tickets, but is still short of its goal of \$50,000. Tickets are on sale at the LCBMS main office for \$5.00 each.

The PTA and LCBMS library are sponsoring the "Reading For Life" program to benefit the Make-A-Wish Foundation. The program will last from April 28th through May 28th, and students will ask individuals to pledge money for the number of books the students read during the prescribed time period.

Lakeland Copper Beech Middle School is participating in the American Red Cross Centennial Cents Campaign, a penny drive which will continue through June of 1998, when the chapter celebrates its 100th Anniversary. Look for the Poland Springs water bottles located in convenient areas of school to deposit your spare pennies!

RAISING FUNDS...

The Raffle Night was a great success! It was wonderful to see so many of the LCBMS community supporting the event. The PTA would like to give special thanks to staff members, students, parents, and friends, without whom the raffle could not have succeeded.

In addition, the PTA wishes to thank the following merchants for their generous donations: Pat's Garden Center, Nardone Brothers Furniture, Yogi's Restaurant, A&P, Entertainment Company, Grandma's Pie Shop, Gino's Carousel, Biancaccino's, Cortlandt Lanes, Triangle Nail Salon, Dunkin' Donuts, Sunshine Pizza, Yorktown Pastry Shop, Lorese Beauty Salon, Country Produce, Village Green Pizza, Mermade Florists, and Spectacular Balloons By Joann. The PTA would like to encourage everyone to patronize these businesses and mention LCBMS to show appreciation for their generosity.

TIPS FOR WORRIED PARENTS...

"The television industry has proposed an age-based television rating system. The National PTA opposes the proposed system because it does NOT provide parents and families with information about the content of the program as part of the rating on the television screen. The National PTA wants the FCC to put the decision-making power about television viewing back into the hands of the parents. To do this, it needs everyone's help in a letter-writing campaign" (Joan M. Dykstra, National PTA President, 2/26/97). A copy of the type of letter concerned parents could send is attached. Those who wish to act concerning this issue must do so by April 8th.

DOCKET FILE COPY ORIGINAL

3-29-97

TO THE HONORABLE REED HUNDT;

DEAR MR. HUNDT I WOULD LIKE TO VOICE MY DISAPPROVAL OF THE "AGE-BASED RATING SYSTEM" BEING ENGINEERED BY THE TELEVISION INDUSTRY, DURING THE PUBLIC COMMENT PERIOD, I FEEL THIS RATING SYSTEM IS ACTUALLY ACCOMPLISHING THE OPPOSITE RESULTS OF WHAT THE TELEVISION INDUSTRY IS PROPOSING. IT SEEMS AS LONG AS A LABEL OF TV-PG, TV 14 OR TV-M IS PLACED ON A SHOW, THIS PROVIDED A BLANKET OF PROTECTION FOR THE TELEVISION INDUSTRY TO BROADCAST WHAT EVER IT WANTS, (EVEN GOING PAST PREVIOUS PROGRAMING GUIDE LINES) BY THE EXCUSE OF "WE THE TELEVISION INDUSTRY WARNED THE PUBLIC BY PLACING A MATURE RATING ON THIS BROADCAST, AND YOU SHOULD NOT OF VIEWED THIS TELEVISION PROGRAM". THE AMERICAN FAMILIES ARE TIRED OF THE OLD WORN-OUT EXCUSE OFFERED BY THE TELEVISION INDUSTRY, "THAT YOUR TELEVISION HAS AN OFF SWITCH ON IT, WHAT IS THE PURPOSE OF OWNING A

TELEVISION IF YOU HAVE TO KEEP IT OFF, BECAUSE EVERY STATION IS SPEWING OUT GARBAGE INTO YOUR HOUSEHOLD. THE CURRENT PROGRAMMING OFFERED BY THE TELEVISION INDUSTRY CONTAINS AN ABUNDANCE OF VIOLENCE, BIZARRE LIFESTYLES, THE PURSUIT OF SELFISH PLEASURES WITH LITTLE OR NO APPARENT CONSEQUENCES, IMMORAL THEMES, LANGUAGE BORDERING ON OBSCENE AND DOUBLE MEANING JOKES (THAT EVEN A SMALL CHILD QUESTIONS THE MEANING OF). STUDIES DONE SHOW THAT THE INFLUENCE OF TELEVISION IS HAVING A DEFINITE IMPACT ON THE BEHAVIOR OF YOUNG PEOPLE IN THE UNITED STATES. IT SEEMS STRANGE, THAT THE F.C.C. HAS MORE STRINGENT RULES GOVERNING TWO WAY RADIO USE AND CONDUCT (THAT THE GENERAL PUBLIC FOR THE MOST PART ARE NOT EVEN ABLE TO HEAR, UNLESS USING A RADIO FREQUENCY SCANNER) THAN THE RULES GOVERNING THE TELEVISION INDUSTRIES BROADCASTING INTO A PUBLIC ARENA, WHERE A VIEWER OF ANY AGE CAN EASILY BE VIEWING UNAPPROPRIATE MATERIAL. RECENT STUDIES HAS ALSO SHOWN THAT

THAT THIS RATING SYSTEM IS HAVING A "FORBIDDEN FRUIT" EFFECT ON YOUNGER VIEWERS, DRAWING THE YOUNGER VIEWERS TO THE SHOWS WHICH HAVE RECEIVED A TV-PG, TV-14 OR TV-M RATING. I BELIEVE THE AMERICAN FAMILIES DESERVE A MINIMUM OF ONE HOUR OF FAMILY VIEWING EVERY NIGHT. I HOPE THE F.C.C. WILL SERIOUSLY RECONSIDER AND OVER TURN THIS AGE-BASED RATINGS SYSTEM, FOR A MORE ACCURATE CONTENT BASED RATING SYSTEM AND RE-EVALUATE THE RULES AND REGULATIONS GOVERNING THE TELEVISION INDUSTRY.

SINCERLY,

MR. LES CAPRI
236 MARENGO
FOREST PARK, IL. 60130

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

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National PTA and the Arlington Hts - Olive - Mary Stitt 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.

I believe the current proposal lacks the necessary components to make a rating system helpful to parents. The proposed system needs to be made more specific - This rating system should include separate rating systems for Violence, Sexual Depiction and Language. In addition to rating each of these categories, the system should include an icon which appears at regular intervals throughout the show. This multi-faceted icon should also appear in TV listings so parents could make informed choices.

The current proposal denies parents the much-needed information we need to make informed thoughtful

Choices regarding our children's television viewing.
I, personally, would like to have the choice of turning the TV on after 7 p.m. Because I currently have NO idea about the various content of TV programs, I assume all are inappropriate for my children. A meaningful system may allow me to make more informed choices. Do NOT, please, provide a useless, meaningless system as proposed.

Please consider giving us more information -
Not less -

Robin Paul
1115 N Walnut Ave
Arlington Hts, IL
60004

Barbara Matthews
3972 State St.
Arlene, Texas 79603

THE COPY ORIGINAL

April 3, 1997

The Honorable Reed Hundt
Federal Communications Commission
1919 M Street NW
Washington, D.C. 20554

Commissioner Reed Hundt

We are writing to urge the
Federal Communications Commission
to hold a public hearing as part
of its review of the television industry's
rating system.

The National Association for
Family & Community Education and
its affiliate, the Texas State
Association are grass-roots
organizations which have been actively
involved in family issues for the past
60 years. We are very concerned that the
family issue of the recently implemented
television ratings system does not
address the needs of parents.

The questions generated by the current
age-based television ratings system
deserves a public hearing. We urge
(over)

you to hold such a hearing soon
on this issue which is so
important to families in America
today.

Sincerely
Nanla Watkins

NATIONAL PTA POSITION

Your letter must be received by April 8, 1997

Current Month and Year April, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communication 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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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 not 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;
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- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

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

Sincerely,

Your Name
Town, State Zip

CALENDAR OF EVENTS

Report Card Dates Second Semester

<u>Interim Due</u>	<u>Period Ends</u>	<u>Number of Days</u>	<u>Report Cards Issued</u>
Mar. 6 th	Apr. 4 th	29	April 11, 1997
Apr. 24 th	May 21 st	33	Report Cards Mailed

Testing Schedule Second Semester

April 15 - 18, 1997	TCAP Achievement Test, Grades K - 8
April 30, 1997	Developing Cognitives Abilities Test (DCAT) Grades 2, 4, & 6.

Health Room

<u>Week of:</u>	<u>Teacher</u>
April 1 - 4	Ms. Cloud
April 7 - 11	Ms. Richie
April 14 - 18	Ms. DiMartina
April 21 - 25	Ms. Beem

Other Important Dates to Remember
ADHD/ADD Support Group Dates Collierville High School Room 100. 7:00 - 8:30 P.M.

April 8	Speaker Dr. Phillip Murphy from Psychological Resources Topic <i>Sports and Summer Activities for ADD/ADHD Children</i>
May 13	Speaker Dr. David Goldstein from Psychological Resources Topic <i>ADD/ADHD and Transition to the Next Grade</i>

April 3	PTA Meeting
April 1 - 7	Crosswind Book Fair
April 11	Report Cards Issued
April 24	Interim Due
April 15 - 18	TCAP Achievement Test Grades 1-8
April 30	Developing Cognitive Abilities Test (DCAT) Grades 2, 4, & 6

April Alcohol Awareness Month
National Child Abuse Prevention Month

April 14 - 20	National Library Week
April 21 - 27	Reading Is Fun Week
April 21 - 25	Kindergarten Pre Registration

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

DOCKET FILE COPY ORIGINAL

April 1997

Dear Chairman Hundt and Commissioners:

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

I am writing on behalf of the National PTA and Roosevelt PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate for their children. Major surveys were released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs. These surveys 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 programs. 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 and I 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**