

MMB

CS 97-55

July 17, 1997

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

FEDERAL COMMUNICATIONS  
COMMISSION  
OFFICE OF SECRETARY

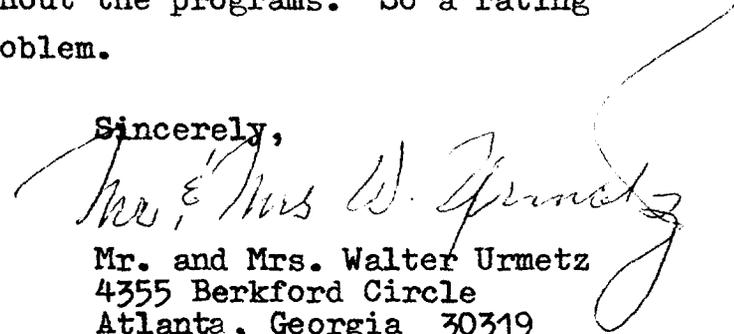
Re: TV Rating System

Dear Mr. Hundt:

We believe there has been a positive step in the new rating system. However, it still has a major fault in that the cautionary code is shown only for a few seconds at the beginning of each program. I think you'll admit that unless a parent is positioned in front of the TV on the half-hour and the hour to catch the code, it's almost worthless. The code should be shown continuously.

Last night while watching NBC, their logo was shown in the lower right hand corner throughout the programs. So a rating code can be shown without a problem.

Sincerely,



Mr. and Mrs. Walter Urmetz  
4355 Berkford Circle  
Atlanta, Georgia 30319  
(770)452-8824

*P.S. A response would be appreciated*

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July 7, 1997

FEDERAL COMMUNICATIONS  
COMMISSION  
OFFICE OF SECRETARY

Dr. William A. Simmons  
130 Chippewa Circle Dr. NE  
Cleveland, TN 37312  
423-336-3331

The Honorable Reed Hundt, Chairman  
Federal Communication Commission  
1919 M Street NW  
Washington, DC 20554

Dear Mr. Hundt:

I am writing concerning the TV rating system. *I am for a content-based rating system* and the restoration of the Family Hour to clean-up television. I believe that this would be a more effective way to control the growing problem of violence, inappropriate language and sexual themes now to TV. *I am opposed to the age-based system.*

Thank you for your consideration.

Sincerely,

*William Simmons*

Dr. William A. Simmons

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JUL 28 '97

Kristen McDermott  
41 Briarwood Road  
Wheatley Hts. NY  
11798

FEDERAL COMMUNICATIONS  
COMMISSION  
OFFICE OF SECRETARY

FCC  
1919 M Street North West  
Washington DC  
(202) 418-0200

Dear Chairman of The FCC,

I am writing to you in reference to prime time television viewing. It is unfortunate that many Americans have become desensitized to the profanity and sexual innuendoes that increasingly fill our television screens.

While viewing an episode of "Friends" with a seven year old child, whom I often care for, a TV rating of "G" appeared at the corner of the Television Screen, but as the show preceded I became mortified. The episode was full of sexual innuendoes. I believe that the rating system has become an excuse for unacceptable social messages.

I am writing to you with great concern, while I do not believe that the FCC should have to act as the "Air-Way Police", However, I do believe that the rating system that has been established is not only misleading and confusing, but is used as an excuse for showing inappropriate behaviors. This is culturally offensive and undermines the very values we try to instill in our children.

The FCC must show greater courage for, and greater allegiance to protecting the social stability of this great republic. The first amendment does not protect those who would diminish our inherent right to raise a family that respects life and social virtue.

I look forward to your response.

Sincerely,

*Kristen McDermott*

Kristen McDermott

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JUL 28 '97

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

Dear Chairman Hundt and Commissioners:

FEDERAL COMMUNICATIONS  
COMMISSION  
OFFICE OF SECRETARY

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

I am writing on behalf of the National PTA and the Eastern 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, 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,

*Grandmother & Christian*

*Please put a stop to  
Smut & Violence*

*Anita Whitlow*

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SOUNDVIEW TECHNOLOGIES INCORPORATED  
TWO SOUNDVIEW DRIVE  
GREENWICH, CONNECTICUT 06830  
(203) 661-3303  
TELECOPIER (203) 869-8594

*CS 97-55*

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JUL 28 '97

H. LEE BROWNE  
PRESIDENT

FEDERAL COMMUNICATIONS  
COMMISSION  
OFFICE OF SECRETARY

July 15, 1997

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Via Federal Express

Ms. Meryl Icove  
Federal Communications Commission  
2025 M Street, N.W., Room 5002  
Washington, D.C. 20554

Dear Ms. Icove:

In response to the newly announced rating system, Soundview's V-Chip Converter™ has been redesigned. Please find enclosed a photograph of the new device together with our press announcement. It is interesting to note that parents could choose to use only the original rating system proposed by the broadcasters, while still having the choice of using the V, S, L, D and FV designations.

Please contact me if you would like any further information regarding this product.

Sincerely,

*H. Lee Browne*

Encs.  
tp

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SOUNDVIEW TECHNOLOGIES INCORPORATED  
TWO SOUNDVIEW DRIVE  
GREENWICH, CONNECTICUT 06830  
(203) 661-3303  
TELECOPIER (203) 869-8594

**FOR IMMEDIATE RELEASE**

Contact: Jennifer Friedman  
Daisy Moore  
Edelman Worldwide  
jennifer\_friedman@edelman.com  
daisy\_moore@edelman.com  
213-857-9100

**V CHIP CONVERTER™ USING NEW TV RATING SYSTEM  
WILL SOON BE AVAILABLE**

**Product Designed to Equip the 200 Million Existing Televisions  
That Will be Deaf to the V-chip Signals**

GREENWICH, Conn. (July 10, 1997) -- Soundview Technologies Incorporated introduced here today its V Chip Converter™ using the newly agreed upon TV rating system. With this device, the American public's first opportunity to block programming will be just three-four months after the rating system is adopted, not the 12 - 18 months it will take to manufacture new televisions with the V-chip. At an estimated price of \$60, the V Chip Converter™, a set-top unit, provides American parents with an inexpensive alternative to buying a new television set.

With the new rating system agreed upon, V-chip technology can benefit American youth by this coming year. "We have had discussions with national non-profit organizations and education associations to co-develop marketing strategies that will make the V-Chip converter™ available to American families throughout the United States", said Soundview's President, H. Lee Browne. "Our goal would be to have up to 30% of the sales proceeds benefit education or other children's needs."

Headquartered in Greenwich, Conn., Soundview Technologies Incorporated is a private corporation that invests in the development and commercialization of proprietary technologies in the telecommunications field. Soundview Technologies is a subsidiary of Acacia Research Corporation (NMS: ACRI), of Pasadena, Calif.

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INTERVIEWS AVAILABLE UPON REQUEST