

## Rothman Votes For Bill To End Loud TV Ads

Congressman Had Co-Sponsored Legislation That Passes House and Heads to Senate

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(Washington, DC) — Agitated television watchers scored a major victory last week when the U.S. House of Representatives passed H.R. 1084, the Commercial Advertisement Loudness Mitigation (CALM) Act. Congressman Steve Rothman (D-NJ), who was a co-sponsor of the legislation, voted for the bill to prevent television advertisements from playing at a volume noticeably above the volume at which non-commercials are broadcast.

“Loud TV ads have been a consistent complaint made to me by my constituents since I came to Congress and to the Federal Communications Commission since the 1960s,” said Congressman Rothman.

Since 2002, the FCC has released 25 quarterly reports, 21 of which have listed the loudness of television commercials as a top complaint. Under the CALM Act, advertisers will have one year from enactment by the House and Senate to adopt industry guidelines that modulate sound levels.

“Television watchers across the nation, including myself, have experienced these irritating advertisements for far too long,” said Rothman. “It is my hope with the passage of the CALM Act those days will come to an end.”

The bill is now headed to the U.S. Senate.

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