

Bill Co-Sponsored by Rep. Rothman to End Loud TV Ads Becomes Law

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Washington, DC – Representative Steve Rothman (D-NJ), who was a co-sponsor of the Commercial Advertisement Loudness Mitigation (CALM) Act (S. 2847), which was signed into law by President Obama this week, released the following statement:

Loud and disruptive television ads have been a regular concern conveyed to me by my constituents since I came to the U.S. House of Representatives. These complaints are in addition to the consistent grievances filed by consumers to the Federal Communications Commission (FCC) over the past fifty years.

Since 2002, the FCC has released 25 quarterly reports, 21 of which have listed the loudness of television commercials as a top complaint, and until Wednesday – when this bill was signed into law – the commission did not regulate program or commercial volume. Instead, the FCC reminded viewers that newer televisions came equipped with circuits designed to stabilize volume differences or advised people that one solution was to make aggressive use of the mute button on the remote. That was not enough.

Under this new law, advertisers will have one year to adopt industry guidelines that regulate the decibel levels of television ads.

Television watchers across the nation have experienced these irritating advertisements for far too long. It is my hope with the CALM Act being signed into law that those days will come to an end.

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