**South Carolina General Assembly**

121st Session, 2015-2016

**H. 5063**

**STATUS INFORMATION**

Concurrent Resolution

Sponsors: Reps. Limehouse and Gilliard

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Introduced in the House on March 8, 2016

Currently residing in the House Committee on **Invitations and Memorial Resolutions**

Summary: Commercial Advertisement Loudness Mitigation Act

**HISTORY OF LEGISLATIVE ACTIONS**

Date Body Action Description with journal page number

3/8/2016 House Introduced ([House Journal‑page 31](file:///h:\HJ%20Archive\2016\03-08-16.docx))

3/8/2016 House Referred to Committee on **Invitations and Memorial Resolutions** ([House Journal‑page 31](file:///h:\HJ%20Archive\2016\03-08-16.docx))

View the latest [legislative information](http://www.scstatehouse.gov/billsearch.php?billnumbers=5063&session=121&summary=B) at the website

**VERSIONS OF THIS BILL**

[3/8/2016](file:///p:\pprever\2015-16\5063_20160308.docx)

**A** **CONCURRENT RESOLUTION**

TO MEMORIALIZE THE UNITED STATES CONGRESS AND TO REQUEST THAT THEY EXPAND THE COMMERCIAL ADVERTISEMENT LOUDNESS MITIGATION (CALM) ACT TO DEFINE PENALTIES AGAINST COMPANIES THAT FAIL TO COMPLY WITH THE ACT.

Whereas, many advertisers now design commercial messages to be played at a volume higher than the television show that the viewer is watching; and

Whereas, The United States Congress passed the Commercial Advertisement Loudness Mitigation (CALM) Act which requires broadcasters to ensure that television commercials maintain the same volume as entertainment programming in which the ads are contained.

Whereas, the Federal Communications Commission has never publicly cited a company for not complying with the Act and no fines or penalties have ever been defined. As a result, many broadcasters have failed to comply with the Act. Now, therefore,

Be it resolved by the House of Representatives, the Senate concurring:

That the members of the General Assembly memorialize the United States Congress and request that they expand the CALM Act to define penalties against companies that fail to comply with the Act.

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