**A** **BILL**

TO AMEND THE CODE OF LAWS OF SOUTH CAROLINA, 1976, BY ADDING SECTION 58‑12‑410 SO AS TO PROHIBIT A PERSON OR ENTITY WHO PROVIDES CABLE SERVICE FROM ALLOWING COMMERCIALS TO AIR AT A HIGHER VOLUME THAN THE TELEVISION PROGRAM THAT WAS AIRING AT THE TIME OF THE COMMERCIAL.

Be it enacted by the General Assembly of the State of South Carolina:

SECTION 1. Article 3, Chapter 12, Title 58 of the 1976 Code is amended by adding:

“Section 58‑12‑410. (A) A person or entity providing cable service in this State is prohibited from airing commercial messages at a higher volume than the television program that was airing at the time of the commercial.

(B) A person or entity providing cable service in this State who violates the provisions of this section is subject to a fine of one hundred dollars per violating advertisement, not to exceed one thousand dollars per day.

(C) Nothing in this section may be construed as to limit the rights of a person or entity providing cable service from seeking to recover any penalties levied against him from the advertiser who designed the commercial to play at a higher volume than normal programming.”

SECTION 2. This act takes effect upon approval by the Governor.

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