

1 State of Arkansas
2 87th General Assembly
3 Regular Session, 2009

HR 1006

4
5 By: Representatives G. Smith, Cheatham, Hopper, House, S. Malone, Word

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8 **HOUSE RESOLUTION**

9 TO ENCOURAGE THE ARKANSAS CONGRESSIONAL
10 DELEGATION TO SUPPORT PASSAGE OF THE COMMERCIAL
11 ADVERTISEMENT LOUDNESS MITIGATION ACT.

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13 **Subtitle**

14 TO ENCOURAGE THE ARKANSAS CONGRESSIONAL
15 DELEGATION TO SUPPORT PASSAGE OF THE
16 COMMERCIAL ADVERTISEMENT LOUDNESS
17 MITIGATION ACT.

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20 WHEREAS, the Federal Communications Commission does not regulate the
21 volume of television programs or television commercials; and

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23 WHEREAS, FCC rules that limit the amount of power that a television
24 station can transmit and the peak level of program material give broadcasters
25 and program producers considerable latitude to vary the loudness of program
26 material; and

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28 WHEREAS, the Commercial Advertisement Loudness Mitigation Act (the
29 "CALM" Act) has been introduced in both chambers of Congress as H.R. 6209, S.
30 3154, and S. 3156; and

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32 WHEREAS, the CALM Act would require the FCC within one (1) year of its
33 passage to prescribe a standard to preclude a television commercial from
34 being broadcast at a louder volume than the program the television commercial
35 accompanies; and

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1 WHEREAS, in response to viewer complaints in Great Britain, the
2 Broadcast Committee of Advertising Practice, which sets guidelines for the
3 British broadcasting industry, has adopted rules to limit commercials that
4 are "excessively noisy or strident" effective July 7, 2008; and
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6 WHEREAS, although in 1984 the FCC concluded that there was no effective
7 way to control loudness in television programming, new technology makes sound
8 levels more controllable than ever before,
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10 NOW, THEREFORE,

11 BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE EIGHTY-SEVENTH GENERAL
12 ASSEMBLY OF THE STATE OF ARKANSAS:
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14 THAT the House of Representatives of the Eighty-Seventh General
15 Assembly of the State of Arkansas encourages all members of the Arkansas
16 congressional delegation to support the prompt passage of the Commercial
17 Advertisement Loudness Mitigation Act.
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19 BE IT FURTHER RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE EIGHTY-SEVENTH
20 GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:
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22 THAT upon its adoption a copy of this resolution be mailed by the Chief
23 Clerk of the House of Representatives to each member of the Arkansas
24 congressional delegation.
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