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# United States Senate

COMMITTEE ON COMMERCE, SCIENCE,  
AND TRANSPORTATION

WASHINGTON, DC 20510-6125

WEB SITE: <http://commerce.senate.gov>

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October 3, 2011

**1383**

The Honorable Julius Genachowski  
Chairman  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

Dear Chairman Genachowski:


Last year, the Commercial Advertisement Loudness Mitigation (CALM) Act was signed into law. This legislation, which is designed to prevent consumers from being subjected to excessively loud television commercials, originated in its final form in the United States Senate Committee on Commerce, Science, and Transportation.

While excessively loud advertisements may seem like a small thing, they have been the source of big irritation for consumers for many years. In fact, the Federal Communications Commission has received complaints about loud commercials since the inception of commercial television, more than five decades ago. In passing the CALM Act, Congress sought to finally turn down the volume on all television commercials, regardless of the entity responsible for inserting them into the programming. Despite what some parties are now suggesting, we did not intend to fix this problem for only a small fraction of commercials, leaving the majority of advertisements free to blare and irritate television viewers.

I appreciate the efforts the Commission already has underway to implement the CALM Act for consumers. I urge you to develop rules that will fix this persistent problem for all television commercials.

Thank you.

Sincerely,

  
JOHN D. ROCKEFELLER IV  
Chairman