

**STATEMENT OF  
COMMISSIONER MICHAEL J. COPPS**

Re: *Implementation of the Commercial Advertisement Loudness Mitigation (CALM) Act; MB Docket No. 11-93*

Thank goodness that relief is on the way for viewers who have been complaining for nearly 50 years about loud commercials. I am glad that Congress has given us a mandate in this endeavor and I particularly thank Ranking Member Anna Eshoo for her efforts to take action on what has been the bane of consumers' existence for far too long. Loud commercials have drawn thousands of complaints at the FCC in just the last few years and I appreciate the work of the Media Bureau to expeditiously move this NPRM forward to fulfill Congress' will.

While this is an issue with a number of technical challenges, first and foremost we must treat it as a consumer issue. There will be questions to resolve in the months ahead and I look forward to acting on a full record with input from all the stakeholders by the statute's December 15<sup>th</sup> 2011 deadline. What should be clear is that the American public wants some CALM in their living room and our implementation of this legislation should deliver on that long overdue entreaty.