

Illinois Senate Committee Passes Bill Regulating Loud Commercials

The bill mirrors regulations that now apply to broadcast and cable programs.

by *Nikoel HytrekandUIS Public Affairs*
A bill that would prevent streaming services from running commercials at a higher volume than the shows and movies people are watching passed through the Senate Energy and Public Utilities Committee on Thursday.

Senate Bill 3222 sponsored by state Sen. Doris Turner, D-Springfield, would allow Illinoisans to lodge official complaints over commercial volume if they're substantially louder than the programs they accompany.

"This is really important because it really does affect people's quality of life," Turner said. "And I think that we have a responsibility to, you know, to look at those kinds of things and do what we can."

Turner said constituents with young children who nap during the day, and people who have hearing disabilities have complained about watching movies or TV on streaming services such as Netflix and Hulu, only to be interrupted by commercials that are noticeably louder.

Turner said the ubiquity of streaming services makes this legislation a timely, needed update to existing regulations.

"I think that this is a good time, just because that's kind of the

trend of the way that people are watching. Movies and TV shows and all of that is basically on streaming services," she said.

Commercial volume for TV stations, cable and satellite TV is already regulated at the federal level with the 2010 Commercial Advertisement Loudness Mitigation, or CALM, Act. But those regulations don't include streaming services.

Those rules are set and enforced by the Federal Communications Commission, which uses consumer complaints to assess where and when rules are broken.

Turner's bill has a similar enforcement mechanism, but she said she will introduce an amendment to clarify whether the Illinois Commerce Commission or the Illinois attorney general's office will receive complaints and enforce the volume rule.

State Sen. Mike Halpin, D-Rock Island, introduced a similar bill with a different enforcement structure, and he said he's happy to join forces with Turner to regulate commercial volume on streaming services.

"It's frustrating for me and I'm not someone that has a hearing disability or has to worry about a young child taking a nap during the day," he said. "But constituents do have those issues and expressed significant support for this bill."

The bill now goes to the Senate floor.

THE CLASSIFIEDS

FOR SALE

FOR SALE: 2016 Toro 50-inch Zero Turn riding mower with steering wheel. Bought new. Looks and runs great - \$1,600. 711 LaPrairie Rd., Sparland - (309) 361-0192. tfc-p

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MISC.

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GARAGE SALE: Huge Sale located at 221 E. Santa Fe in Toluca. Thursday March 19th, 3:00 to 7:00 p.m.; Friday, March 20th 10:00 a.m. to 5:00 p.m. and Saturday, March 21st. 8:00 a.m. to noon. Tools, shed finds, home decor, wedding decor, seasonal & more. This sale is huge, the first of 2 sales. This will be held in conjunction with a large boutique sale. This is an indoor heated building. 1c

(ANSWERS ON PAGE 5)

King Crossword

ACROSS

- 1 Banner
- 5 Invoice fig.
- 8 Experts
- 12 Earring site
- 13 Brit's restroom
- 14 Carry on
- 15 Capital of Paraguay
- 17 Slender weapon
- 18 Rationed (out)
- 19 Urges forward
- 21 "La Dolce —"
- 24 Granola morsel
- 25 Luke's teacher
- 28 Folklore monster
- 30 Mel of Cooperstown
- 33 "Caught ya!"
- 34 Welcome
- 35 Bankroll
- 36 "Tasty!"
- 37 Give temporarily
- 38 Burden
- 39 Navarro on "The View"
- 41 Mausoleum
- 43 Continue
- 46 Skiers' mecca
- 50 Bank statement no.
- 51 Capital of India

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57					58				59		

- 54 Close
- 55 Crime lab evidence
- 56 Motown genre
- 57 Bouquet
- 58 Tofu source
- 59 Norms (Abbr.)

- Morrison
- Venezuelan corn patty
- 9 Capital of South Africa
- 10 Daring Knievel
- 11 Beholds
- 16 Roman 401
- 20 Champagne brand
- 22 Ripped
- 23 Rep
- 25 Candied veggie
- 26 Resistance unit
- 27 Capital of Syria
- 29 Make over

- 31 Sigma follower
- 32 QBs' goals
- 34 Glitzy rock genre
- 38 Fixate
- 40 Peculiar
- 42 Irate
- 43 Grate
- 44 Canyon comeback
- 45 Concludes
- 47 Conspiracy
- 48 Barak of Israel
- 49 Guitarist Lofgren
- 52 Rock producer Brian
- 53 Method

DOWN

- 1 Two-stroke drumbeat
- 2 Misplace
- 3 Border on
- 4 Swiss metropolis
- 5 Foreman foe
- 6 Cattle call
- 7 Author

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Fun Fact
Photoperiodism is a physiological reaction of plants and animals to darkness and light. Plants are classified according to photoperiods: "short-day" plants, "long-day" plants and "day-neutral" plants. Along with temperature variations, in animals photoperiod provokes changes in the color of fur and feathers, migration, hibernation, reproduction and body development.
Source: wikipedia.org

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