
SENATE JOINT MEMORIAL 8014

State of Washington 52nd Legislature 1991 Regular Session

By Senator McCaslin.

Read first time February 19, 1991. Referred to Committee on Energy & Utilities.

1 TO THE HONORABLE GEORGE BUSH, PRESIDENT OF THE UNITED STATES, AND
2 TO THE PRESIDENT OF THE SENATE AND THE SPEAKER OF THE HOUSE OF
3 REPRESENTATIVES, AND TO THE SENATE AND HOUSE OF REPRESENTATIVES OF THE
4 UNITED STATES, IN CONGRESS ASSEMBLED, AND TO THE FEDERAL COMMUNICATIONS
5 COMMISSION:

6 We, your Memorialists, the Senate and House of Representatives of
7 the State of Washington, in legislative session assembled, respectfully
8 represent and petition as follows:

9 WHEREAS, The broadcast media, especially television, have become an
10 indispensable part of our daily lives, contributing information,
11 education, and entertainment in a way that adds fulfillment to
12 individuals and society as a whole; and

13 WHEREAS, Federal deregulation of the broadcast media has generally
14 served the nation well, allowing for a proliferation of stations and a
15 broad variety of programming; and

16 WHEREAS, Broadcast media advertising is an absolutely essential
17 element to the continued prosperity of the broadcast media; and

1 WHEREAS, Broadcast media advertising is a significant element of
2 the nation's economy, an indispensable element in the market economy,
3 and a key form of free expression; and

4 WHEREAS, Broadcast media advertising frequently makes a significant
5 contribution in itself as a form of entertainment; and

6 WHEREAS, It is crucial to maintain broadcast media advertising as
7 a major component of the broadcast media; and

8 WHEREAS, Many citizens have noticed cases of greatly increased
9 volume levels when broadcast media advertising is featured between
10 segments of regularly scheduled programming; and

11 WHEREAS, This increase in volume is a threat to the enjoyment and
12 educational value of the broadcast media; and

13 WHEREAS, This increase in volume tends to impact society's
14 perception of broadcast media advertising in a negative manner; and

15 WHEREAS, Repeated exposure to enhanced volume levels of broadcast
16 media advertising is a potential threat to the precious sense of
17 hearing;

18 NOW, THEREFORE, Your Memorialists respectfully pray that the
19 Federal Communications Commission adequately enforce existing laws
20 relating to the volume levels of broadcast media advertising and that
21 Congress enact and fund additional legislation to reduce the abuses in
22 volume levels of broadcast media advertising.

23 BE IT RESOLVED, That copies of this Memorial be immediately
24 transmitted to the Honorable George Bush, President of the United
25 States, the Federal Communications Commission, the President of the
26 United States Senate, the Speaker of the House of Representatives, and
27 each member of Congress from the State of Washington.