S T A T E O F N E W Y O R K

1270

2009-2010 Regular Sessions

I N A S S E M B L Y

(PREFILED)

January 7, 2009

Introduced by M. of A. GALEF, DINOWITZ, J. RIVERA, BROOK-KRASNY, ALFANO -- Multi-Sponsored by -- M. of A. BOYLAND, CALHOUN, MAYERSOHN -- read once and referred to the Committee on Consumer Affairs and Protection

AN ACT to amend the general business law, in relation to requiring movie theatres to play commercials and movie trailers at the same volume as feature films

THE PEOPLE OF THE STATE OF NEW YORK, REPRESENTED IN SENATE AND ASSEMBLY, DO ENACT AS FOLLOWS:

Section 1. The general business law is amended by adding a new section 399-i to read as follows:

S 399-I. MOVIE THEATRES; PROHIBITION AGAINST PLAYING COMMERCIALS AND MOVIE TRAILERS AT A HIGHER VOLUME THAN FEATURE FILMS. 1. NO PERSON, FIRM, ASSOCIATION OR CORPORATION ENGAGED IN THE BUSINESS OF OPERATING A MOVIE THEATRE SHALL PLAY COMMERCIALS OR MOVIE TRAILERS AT A HIGHER VOLUME THAN FEATURE FILMS.

2. ANY PERSON, FIRM, ASSOCIATION OR CORPORATION THAT VIOLATES THE PROVISIONS OF SUBDIVISION ONE OF THIS SECTION SHALL BE SUBJECT TO A CIVIL PENALTY OF NOT MORE THAN ONE THOUSAND DOLLARS FOR EACH SUCH VIOLATION.

S 2. This act shall take effect immediately.

EXPLANATION--Matter in ITALICS (underscored) is new; matter in brackets [ ] is old law to be omitted.

LBD01722-01-9