



**NEW MEXICO
BUSINESS COALITION**

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RE: Oppose HB 288 Closed Captioning Act

Mr./Madame Chair and Committee Members:

We appreciate the sponsors concern for our hearing-impaired community. NMBC wants to see this community accommodated, when possible, but we must respectfully oppose HB 288 Closed Captioning Act.

There are four main issues that we see with this bill:

1) This is additional regulation that continues to support that New Mexico is unfriendly to the business community. There has been an endless array of regulations on businesses which are collectively strangling our economy. About 60 percent of the businesses in New Mexico are considered small and they struggle with compliance with the ever-escalating regulations put on them.

2) The cost for compliance may be prohibitive for the small entrepreneur who has invested in televised advertising materials within their facilities. This requirement is not an instant fix and will can be quite costly in order to meet compliance.

3) HB 288 puts yet another enforcement requirement on the state Attorney General when it is not necessary. The citizens of this state are demanding more be done about the dangerous and escalating crime in the state and taking the AG's time for petty issues such as the enforcement of more unnecessary regulations only exacerbates the lack of enforcement available for our out-of-control crime.

In addition, the increased cost to the state for the AG's enforcement of this issue is a bad use of taxpayers' dollars. Again, they want enforcement of our criminal codes and work done to strengthen those codes which are by far too weak. New Mexicans do not want more of the AG's time spent on petty enforcement issues.

4) HB 288 requires closed captioning in movie theaters. That would mean all movies would be required to have captions, which is distracting to most people. It is unlikely that movie producers will comply with this requirement and it may severely limit the movies brought to this state. Not only does that hurt more of our businesses, it also decreases entertainment opportunities for New Mexicans.

In addition, those captions can, in fact, be detrimental to other people who suffer from Attention Deficit Disorder or other challenges where over stimulation causes stress. We should not put the needs of one group of handicapped persons over the needs of others because that is just not fair.

Thank you,

A handwritten signature in blue ink that reads "Carla J. Sonntag".

Carla J. Sonntag
President and CEO