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(Original Signature of Member)

109TH CONGRESS
1ST SESSION

H. R. _____

To provide American consumers information about the broadcast television transition from an analog to a digital format.

IN THE HOUSE OF REPRESENTATIVES

Mr. ENGEL introduced the following bill; which was referred to the Committee on _____

A BILL

To provide American consumers information about the broadcast television transition from an analog to a digital format.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Digital Television Con-
5 sumer Education Act”.



1 **SEC. 2. LABELING AND CONSUMER EDUCATION.**

2 Section 330 of the Communications Act of 1934 (47
3 U.S.C. 330) is amended—

4 (1) by redesignating subsection (d) as sub-
5 section (e); and

6 (2) by inserting after subsection (c) the fol-
7 lowing new subsection:

8 “(d) LABELING AND CONSUMER EDUCATION.—

9 “(1) REQUIREMENTS FOR MANUFACTURERS.—
10 Effective 180 days after the date of enactment of
11 the Digital Television Consumer Education Act, any
12 manufacturer of any television receiving equipment
13 described in section 303(s) that does not include a
14 digital tuner shall—

15 “(A) place a label on any television screen,
16 removable by the purchaser, that displays in
17 clear and conspicuous print, the following con-
18 sumer advisory label: ‘After February 17, 2009,
19 this television will receive broadcast television
20 signals only by using additional equipment. For
21 more information, call the Federal Communica-
22 tions Commission at 1–888–225–5322 (TTY:
23 1–888–835–5322) or visit the Commission’s
24 website at: www.dtv.gov or www.fcc.gov.
25 Después del 17 de Febrero del 2009, este tele-
26 visor solo podra recibir señales de emisoras de



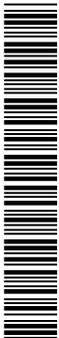
1 screen on such equipment, as long as the
2 label is—

3 “(I) in the close vicinity of, and
4 associated with, the unit on display;
5 and

6 “(II) clearly visible to consumers;
7 and

8 “(ii) effective 90 days after the enact-
9 ment of the Digital Television Consumer
10 Education Act, provide information to con-
11 sumers, on signs and in pamphlet form, in
12 the display area for product categories that
13 include any television receiving equipment
14 described in section 303(s) that does not
15 include a digital tuner television, sufficient
16 to convey the information carried in the
17 consumer advisory label. Such signs and
18 pamphlets shall also include information on
19 recycling old televisions and other con-
20 sumer electronics.

21 “(B) OTHER VENDORS.—Effective 180
22 days after the date of enactment of the Digital
23 Television Consumer Education Act, any seller
24 via direct mail, catalog, or electronic means,
25 such as the Internet, of any television receiving



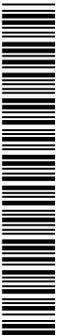
1 equipment described in section 303(s) that does
2 not include a digital tuner, shall include in clear
3 and conspicuous print the consumer advisory
4 label required by paragraph (1) at the point of
5 display for the apparatus, or, if there is no dis-
6 play, at the point of sale. Such information
7 shall also include information on recycling old
8 televisions and other consumer electronics.

9 “(3) OTHER DEVICES.—For devices other than
10 television sets that are included in section 303(s)
11 and that contain an analog tuner, but not a digital
12 tuner, the Commission shall require the clear and
13 conspicuous placement of a comparable consumer
14 advisory label on such devices, as well as on the out-
15 side of the retail packaging of such devices.

16 “(4) ADDITIONAL DISCLOSURES.—

17 “(A) ANNOUNCEMENTS AND NOTICES RE-
18 QUIRED.—From November 1, 2007, through
19 March 31, 2009—

20 “(i) each television broadcaster shall
21 air, at a minimum, 120 seconds per day of
22 public service announcements between the
23 hours of 6 a.m. and 11:35 p.m., at variable
24 time slots throughout the week, with at



1 least half aired between the hours of 5
2 p.m. and 11:35 p.m.; and

3 “(ii) any multichannel video program
4 distributor shall include a notice in or with
5 each periodic bill.

6 “(B) CONTENT OF ANNOUNCEMENTS AND
7 NOTICES.—The announcements and notices re-
8 quired by this paragraph shall educate con-
9 sumers about the deadline for termination of
10 analog television broadcasting and the equip-
11 ment options consumers have after such termi-
12 nation. Announcements aired and notices dis-
13 tributed after January 1, 2008, shall also edu-
14 cate consumers about the need for and avail-
15 ability of the converter box voucher program
16 and the steps to redeem the voucher.

17 “(5) ADVISORY COMMITTEE.—

18 “(A) ESTABLISHMENT.—The Commission
19 shall, after consultation with the National Tele-
20 communications and Information Administra-
21 tion and the Federal Trade Commission, create
22 a DTV Transition Federal Advisory Committee
23 to lead the effort to educate the public about
24 the digital television transition and to ensure
25 that the public knows the information described



1 in paragraph (3)(B). Such consumer education
2 shall commence no later than September 1,
3 2007.

4 “(B) COMPOSITION.—The committee shall
5 be composed of representatives from the fol-
6 lowing groups: commercial broadcasters, non-
7 commercial broadcasters, cable operators, sat-
8 ellite providers, retailers and manufacturers of
9 consumer electronics equipment, electronic recy-
10 cles, minority groups, Hispanic Americans,
11 Americans whose primary language is not
12 English, Americans with disabilities, Americans
13 living in rural communities, general business,
14 senior citizens, commercial advertising, and
15 consumers in general.

16 “(C) ADVISORY COMMITTEE ROLE.—The
17 committee shall—

18 “(i) develop a comprehensive edu-
19 cation plan for consumers regarding the
20 digital television transition which
21 includes—

22 “(I) specific and targeted mes-
23 sages to reach various consumer con-
24 stituencies (such as low income, mi-



1 norities, Spanish-speaking, and the el-
2 derly);

3 “(II) best methods to deliver the
4 message to affected consumers;

5 “(III) implementation of the
6 plan;

7 “(IV) website information and
8 toll-free numbers; and

9 “(V) information on recycling old
10 televisions and other consumer elec-
11 tronics;

12 “(ii) coordinate with stakeholders to
13 ensure that the transition is properly im-
14 plemented; and

15 “(iii) report to Congress every 6
16 months on how the transition is pro-
17 gressing.

18 “(D) FIRST MEETING.—The advisory com-
19 mittee shall conduct its first meeting within 60
20 days after the date of enactment of the Digital
21 Television Consumer Education Act.

22 “(6) COMMISSION INFORMATION SERVICES.—
23 The Commission’s toll-free number for consumers
24 information and the Commission’s Internet website
25 shall provide information concerning the digital tele-



- 1 vision transition, in the English and Spanish lan-
- 2 guages, not later than September 1, 2007.”.

