

110TH CONGRESS
1ST SESSION

H. R. 2566

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

IN THE HOUSE OF REPRESENTATIVES

JUNE 5, 2007

Mr. ENGEL introduced the following bill; which was referred to the Committee on Energy and Commerce

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 “National Digital Tele-
5 vision Consumer Education Act”.

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

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

9 (1) by redesignating subsection (d) as sub-
10 section (e); and

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

3 “(d) LABELING AND CONSUMER EDUCATION.—

4 “(1) REQUIREMENTS FOR RETAIL DISTRIBUTU-
5 TORS AND OTHER VENDORS.—

6 “(A) RETAIL DISTRIBUTORS.—Any retail
7 distributor of any television receiving equipment
8 described in section 303(s) that does not in-
9 clude a digital tuner shall—

10 “(i) effective 90 days after the date of
11 enactment of the National Digital Tele-
12 vision Consumer Education Act, place ad-
13 jacent to each unit of such equipment that
14 such distributor displays for sale or rent a
15 consumer alert as provided by the manu-
16 facturer pursuant to paragraph (2), except
17 that such distributor shall not be required
18 to affix such label to the television screen
19 on such equipment, as long as the label
20 is—

21 “(I) in the close vicinity of, and
22 associated with, the unit on display;
23 and

24 “(II) clearly visible to consumers;
25 and

1 “(ii) effective 90 days after the enact-
2 ment of the National Digital Television
3 Consumer Education Act, provide informa-
4 tion to consumers, on signs and in pam-
5 phlet form, in the display area for product
6 categories that include any television re-
7 ceiving equipment described in section
8 303(s) that does not include a digital tuner
9 television, sufficient to convey the informa-
10 tion carried in the consumer advisory label.
11 Such signs and pamphlets shall also in-
12 clude information on recycling old tele-
13 visions, computer monitors, computer cen-
14 tral processing units, fax machines, and
15 scanners and other consumer electronics.

16 “(B) OTHER VENDORS.—Effective 90 days
17 after the date of enactment of the National
18 Digital Television Consumer Education Act,
19 any seller via direct mail, catalog, or electronic
20 means, such as the Internet, of any television
21 receiving equipment described in section 303(s)
22 that does not include a digital tuner, shall in-
23 clude in clear and conspicuous print the con-
24 sumer alert required by paragraph (2) at the
25 point of display for the apparatus, or, if there

1 is no display, at the point of sale. Such infor-
2 mation shall also include information on recy-
3 cling old televisions and other consumer elec-
4 tronics.

5 “(2) CONSUMER ALERT.—The consumer alert
6 required by this paragraph shall display in clear and
7 conspicuous print, the following consumer alert:

8 “Consumer Alert

9 “This TV has only an analog broadcast
10 tuner and will require a converter box after
11 February 17, 2009, to receive over-the-air
12 broadcasts with an antenna because of the Na-
13 tion’s transition to digital broadcasting. The TV
14 should continue to work as before with cable
15 and satellite TV services, gaming consoles,
16 VCRs, DVD players, and similar products. For
17 more information, call the Federal Communica-
18 tions Commission at 1-888-225-5322 (TTY:
19 1-888-835-5322) or visit the Commission’s
20 digital television website at: www.dtv.gov.

21 “Nuncio Consumidor

22 “Esta TV tiene sólo un sintonizador de
23 emisión análogo y por lo tanto requerirá una
24 caja de conversión después del 17 de febrero de
25 2009 para recibir emisiones de TV terrestre con

1 una antena, debido a la transición nacional a la
2 emisión de TV digital. Esta continuará
3 funcionando igualmente con TV por cable,
4 sistema de TV satélite, consolas de juegos,
5 videograbadoras, reproductores de DVD y
6 productos similares. Si requiere más
7 información llame a la Comisión Federal de
8 Comunicaciones al 1-888-225-5322 (TTY: 1-
9 888-835-5322) o visite el sitio web de la
10 Comisión en www.dtv.gov.

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

18 “(4) ADDITIONAL DISCLOSURES.—

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

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

1 time slots throughout the week, with at
2 least half aired between the hours of 5
3 p.m. and 11:35 p.m.; and

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

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

18 “(5) ADVISORY COMMITTEE.—

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

1 that the public knows the information described
2 in paragraph (3)(B). Such consumer education
3 shall commence no later than January 1, 2008.

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 clers, 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 in-
21 cludes—

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 Na-
21 tional Digital Television Consumer Education
22 Act.

23 “(6) COMMISSION INFORMATION SERVICES.—

24 “(A) TOLL-FREE LINE AND WEBSITE.—
25 The Commission’s toll-free number for con-

1 consumers information and the Commission's
2 Internet website shall provide information con-
3 cerning the digital television transition, in the
4 English and Spanish languages, not later than
5 January 1, 2008.

6 “(B) ADVERTISING.—The Commission is
7 authorized and required to use funds available
8 for consumer information activities to obtain
9 advertising in public transportation vehicles and
10 facilities to provide information concerning the
11 digital television transition.”.

12 **SEC. 3. DIGITAL TELEVISION CONSUMER EDUCATION**
13 **GRANT PROGRAM.**

14 Part C of the National Telecommunications and In-
15 formation Administration Organization Act is amended by
16 inserting after section 158 (47 U.S.C. 942) the following
17 new section:

18 **“SEC. 159. DIGITAL TELEVISION CONSUMER EDUCATION**
19 **GRANT PROGRAM.**

20 “(a) PROGRAM AUTHORIZED.—The Assistant Sec-
21 retary of Commerce for Communications and Information
22 is authorized to establish a temporary grant program for
23 the purpose of coordinating and leading a nationwide con-
24 sumer education and outreach campaign regarding Amer-
25 ica's conversion to digital television.

1 “(b) SINGLE GRANT.—No later than January 1,
2 2008, and ending no earlier than March 31, 2009, the
3 Assistant Secretary shall award a single grant from the
4 program authorized by this section to one qualified entity.

5 “(c) QUALIFIED ENTITY.—For purposes of this sec-
6 tion, the term ‘qualified entity’ shall be a corporation, or-
7 ganized under section 501(c)(3) of the Internal Revenue
8 Code of 1986, that represents the interests of local non-
9 commercial television stations at the national level, and
10 consults with commercial broadcasters, consumer equip-
11 ment manufacturers, electronics retailers, cable and sat-
12 ellite operators, consumer groups, older Americans, His-
13 panic Americans, Americans whose primary language is
14 not English, Americans with disabilities, and Americans
15 living in rural communities.

16 “(d) AUTHORIZATION OF APPROPRIATIONS.—There
17 are authorized to be appropriated to carry out this section
18 \$20,000,000 for fiscal year 2008. Such sums are author-
19 ized to remain available subject to subsection (e).

20 “(e) TERMINATION.—Expenditures for the grant pro-
21 gram under this section shall terminate on March 31,
22 2009.”.

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