

HR 2246

Media Marketing Accountability Act of 2001

Congress: 107 (2001–2003, Ended)

Chamber: House

Policy Area: Commerce

Introduced: Jun 20, 2001

Current Status: Referred to the Subcommittee on Commerce, Trade and Consumer Protection.

Latest Action: Referred to the Subcommittee on Commerce, Trade and Consumer Protection. (Jun 25, 2001)

Official Text: <https://www.congress.gov/bill/107th-congress/house-bill/2246>

Sponsor

Name: Rep. Israel, Steve [D-NY-2]

Party: Democratic • State: NY • Chamber: House

Cosponsors (2 total)

Cosponsor	Party / State	Role	Date Joined
Rep. Osborne, Tom [R-NE-3]	R · NE		Jun 20, 2001
Rep. Lucas, Ken [D-KY-4]	D · KY		Jun 28, 2001

Committee Activity

Committee	Chamber	Activity	Date
Energy and Commerce Committee	House	Referred to	Jun 25, 2001

Subjects & Policy Tags

Policy Area:

Commerce

Related Bills

Bill	Relationship	Last Action
107 S 792	Identical bill	<b>Apr 26, 2001:</b> Read twice and referred to the Committee on Commerce, Science, and Transportation. (text of measure as introduced: CR S4009-4010)

Summary (as of Jun 20, 2001)

Media Marketing Accountability Act of 2001 - Declares that targeted marketing to minors of an adult-rated motion picture, music recording, or electronic game shall be treated as a deceptive act or practice within the meaning of the Federal Trade Commission Act, and considered unlawful unless the producer or distributor responsible for advertising or marketing adheres to a voluntary self-regulatory system that comports with criteria established by the Federal Trade Commission (FTC).

Grants the FTC enforcement powers. Directs the FTC to study and report to Congress on marketing practices of the motion picture, music recording and electronic game industries with respect to adult-rated products, including the identification of particular producers and distributors engaged in such practices.

## Actions Timeline

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- **Jun 25, 2001:** Referred to the Subcommittee on Commerce, Trade and Consumer Protection.
- **Jun 20, 2001:** Introduced in House
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- **Jun 20, 2001:** Referred to the House Committee on Energy and Commerce.