

S 792

Media Marketing Accountability Act of 2001

Congress: 107 (2001–2003, Ended)

Chamber: Senate

Policy Area: Commerce

Introduced: Apr 26, 2001

Current Status: Read twice and referred to the Committee on Commerce, Science, and Transportation. (text of measure

Latest Action: Read twice and referred to the Committee on Commerce, Science, and Transportation. (text of measure as introduced: CR S4009-4010) (Apr 26, 2001)

Official Text: https://www.congress.gov/bill/107th-congress/senate-bill/792

Sponsor

Name: Sen. Lieberman, Joseph I. [D-CT]

Party: Democratic • State: CT • Chamber: Senate

Cosponsors (3 total)

Cosponsor	Party / State	Role	Date Joined
Sen. Byrd, Robert C. [D-WV]	D · WV		Apr 26, 2001
Sen. Clinton, Hillary Rodham [D-NY]	D · NY		Apr 26, 2001
Sen. Kohl, Herb [D-WI]	D · WI		Apr 26, 2001

Committee Activity

Committee	Chamber	Activity	Date
Commerce, Science, and Transportation Committee	Senate	Referred To	Apr 26, 2001

Subjects & Policy Tags

Policy Area:

Commerce

Related Bills

Bill	Relationship	Last Action
107 HR 2246	Identical bill	Jun 25, 2001: Referred to the Subcommittee on Commerce, Trade and Consumer Protection.

## Summary (as of Apr 26, 2001)

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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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- **Apr 26, 2001:** Introduced in Senate
- **Apr 26, 2001:** Sponsor introductory remarks on measure. (CR S4008-4009)
- **Apr 26, 2001:** Read twice and referred to the Committee on Commerce, Science, and Transportation. (text of measure as introduced: CR S4009-4010)