

108TH CONGRESS
1ST SESSION

H. R. 3294

To require the Secretary of the Treasury to establish a pilot national public service multimedia campaign to enhance the state of financial literacy in the United States.

IN THE HOUSE OF REPRESENTATIVES

OCTOBER 15, 2003

Mr. DREIER (for himself, Mr. BACHUS, Mrs. BIGGERT, Mr. HINOJOSA, Mr. KANJORSKI, Mrs. KELLY, Mr. OXLEY, Mr. POMEROY, and Mr. SCOTT of Georgia) introduced the following bill; which was referred to the Committee on Financial Services

A BILL

To require the Secretary of the Treasury to establish a pilot national public service multimedia campaign to enhance the state of financial literacy in the United States.

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 “Financial Literacy En-
5 hancement Act”.

1 **SEC. 2. PILOT NATIONAL PUBLIC SERVICE MULTIMEDIA**
2 **CAMPAIGN TO ENHANCE THE STATE OF FI-**
3 **NANCIAL LITERACY.**

4 (a) IN GENERAL.—The Secretary of the Treasury, or
5 a designee of the Secretary, shall develop, implement, and
6 conduct a pilot national public service multimedia cam-
7 paign to enhance the state of financial literacy in the
8 United States.

9 (b) PROGRAM REQUIREMENTS.—

10 (1) PUBLIC SERVICE CAMPAIGN.—The Sec-
11 retary, or a designee of the Secretary, shall select
12 and work with an organization that is especially
13 well-qualified in the distribution of public service
14 campaigns and has secured private sector funds to
15 produce the campaign.

16 (2) DEVELOPMENT OF MULTIMEDIA CAM-
17 PAIGN.—The Secretary, or a designee of the Sec-
18 retary, shall select and work with nonprofit, public,
19 or private organizations that are especially well
20 qualified by virtue of their education, training, or ex-
21 perience in the field of financial education to develop
22 the financial literacy national public service multi-
23 media campaign.

24 (3) FOCUS OF CAMPAIGN.—The pilot national
25 public service multimedia campaign shall focus on
26 any target audience identified by the Secretary.

1 (c) AUTHORIZATION OF APPROPRIATIONS.—There
2 are authorized to be appropriated to the Secretary of the
3 Treasury not to exceed \$3,000,000 for fiscal years 2004,
4 2005, and 2006 for the development, production, and dis-
5 tribution of a pilot national public service multimedia cam-
6 paign.

7 (d) PERFORMANCE MEASURES.—The Secretary of
8 the Treasury shall develop measures to evaluate the per-
9 formance of the pilot national public service multimedia
10 campaign that take into account the effectiveness of the
11 campaign.

12 (e) REPORT.—For each fiscal year for which there
13 are appropriations pursuant to the authorization in sub-
14 section (c), the Secretary of the Treasury shall submit a
15 report to the Congress describing the status and imple-
16 mentation of the provisions of this Act and the state of
17 financial literacy in the United States.

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