

111TH CONGRESS  
2D SESSION

# H. R. 5091

To authorize public awareness campaigns to promote the persistent quest  
for knowledge and increased education among youth.

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## IN THE HOUSE OF REPRESENTATIVES

APRIL 21, 2010

Mr. COHEN (for himself, Mr. GRIJALVA, Ms. NORTON, and Ms. JACKSON LEE  
of Texas) introduced the following bill; which was referred to the Com-  
mittee on Education and Labor

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## A BILL

To authorize public awareness campaigns to promote the  
persistent quest for knowledge and increased education  
among youth.

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; PURPOSE.**

4 (a) SHORT TITLE.—This Act may be cited as the  
5 “Positive Reduction of Incarceration by Maximizing Edu-  
6 cation (PRIME) Act of 2010”.

7 (b) PURPOSE.—The purpose of this Act is to promote  
8 the persistent quest for knowledge and increased edu-  
9 cation among youth, thereby decreasing the influx of youth

1 in penitentiaries in the United States by exposing youth  
2 to the value of increased education.

3 **SEC. 2. PUBLIC AWARENESS CAMPAIGNS FOR CONTINUING**  
4 **EDUCATION AMONG YOUTH.**

5 (a) PUBLIC AWARENESS CAMPAIGNS.—The Attorney  
6 General, through the Director of the Office of Juvenile  
7 Justice and Delinquency Prevention, shall utilize existing  
8 resources allocated to the Department of Justice to estab-  
9 lish national, regional, and local public awareness cam-  
10 paigns focused on promoting the advantages of continued  
11 education among youth, including the decreased likelihood  
12 of incarceration for youth who continue to pursue edu-  
13 cation. In carrying out this section, the Attorney General  
14 may use advertising through television, radio, print media,  
15 billboards, posters, the Internet, and any other methods  
16 determined to be appropriate by the Attorney General.

17 (b) REPORT.—Not later than October 1 of each year  
18 after the date of enactment of this section, the Attorney  
19 General, through the Director of the Office of Juvenile  
20 Justice and Delinquency Prevention, shall submit to the  
21 Chairman and Ranking Member of the Committees on the  
22 Judiciary of the House of Representatives and the Senate  
23 a report that describes the activities carried out under this  
24 section during the preceding year.

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