

Division of  
Solid and Hazardous Waste

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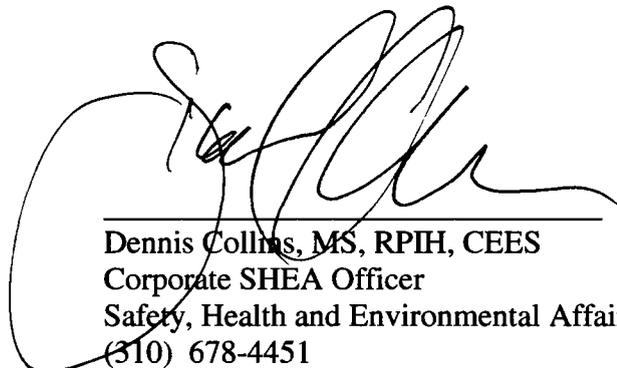
July 31<sup>st</sup>, 2013

Scott Anderson, Director  
Division of Solid and Hazardous Waste  
Utah Department of Environmental Quality  
195 North 1950 West  
Salt Lake City, UT 84116

Re Electronic Waste Manufacturer's Report (S.B. 184 - Disposal of Electronic Waste Program)

Enclosed is DIRECTV LLC's report pursuant to Section 19-6-1203 with regard to eligible programs and systems offering collection, transportation, reuse and recycling services to consumers for electronic devices.

Please do not hesitate to contact me if you have any questions,



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Dennis Collins, MS, RPIH, CEES  
Corporate SHEA Officer  
Safety, Health and Environmental Affairs  
(310) 678-4451  
DIRECTV, LLC

## **DIRECTV, LLC E-Waste Recycling Program**

DIRECTV has long had policies to refurbish serviceable satellite receivers and certain other electronics, and to send non-reusable receivers and electronics to a nationwide e-waste vendor. Additionally, DIRECTV has partnered with Round2 (a R2 certified recycler) to accept for recycling, at no cost to its customers, used and outdated electronics that its customers no longer need. Through this program, DIRECTV customers can responsibly recycle not only DIRECTV receivers and other DIRECTV electronics, but non-DIRECTV electronics such as cell phones, laptops, and tablets. For additional information, see [www.directv.com/recycle](http://www.directv.com/recycle).

Additional information concerning DIRECTV, LLC's E-Waste recycling program and other efforts related to Corporate Social Responsibility can be found at [www.directv.com/responsibility](http://www.directv.com/responsibility). The website outlines activities related to corporate citizenship and sustainability, including activities related to e-waste.

## **DIRECTV, LLC E-Waste Public Education Program**

DIRECTV, LLC has an E-Waste Public Education Program designed to inform DIRECTV customers of the options available for proper recovery and recycling of electronic devices. The education program leverages numerous communication channels to reach all DIRECTV customers:

### **Online**

- DIRECTV, LLC's Sustainability website and customer recycling website addressed above.
- In the event that DIRECTV and Round2 are unable to accept non-DIRECTV electronic items through DIRECTV's program (such as large television sets and other bulky items), the [directv.com/recycle](http://directv.com/recycle) website directs customers to the [Earth911 Recycling Center Directory](#), which will help them locate alternative recyclers in their area.

### **Customer Service Representatives**

DIRECTV, LLC offers customers a toll free number (1-800-531-5000) to address inquiries with a Customer Care Representative ("CSR"). DIRECTV's CSRs have been trained on sharing information on DIRECTV's electronics refurbishing and recycling programs. By typing the word "recycle" into the DIRECTV agent system, the CSRs will have at their fingertips the information on how to help customers receive recovery kits (to ensure that serviceable devices can be sent for testing and possible refurbishment) or to help them print out pre-paid shipping labels (so that electronics devices can be mailed to Round2, DIRECTV's certified E-waste recycler).

## **Email**

DIRECTV, LLC provides customers with monthly E-Newsletters, which approximately 5.5 million customers (over 25% of our US customer base) have opted to receive. The DIRECTV recycling program will be featured in upcoming E-Newsletters to reach those customers.

## **Print**

DIRECTV, LLC has a print edition newsletter that circulates to approximately 14 million customers (70% of our US customer base). DIRECTV plans to include an article in the September edition highlighting the avenues DIRECTV offers for customers to responsibly recycle their E-waste.

## **TV Mail**

DIRECTV, LLC provides messages to customers through a program called TV Mail. TV Mail gives notices to DIRECTV subscribers via their programming guide and reaches almost all 20 million subscribers in the US. DIRECTV will be sending out an E-waste related message in August/September to emphasize the importance of E-waste recycling to customers and the options DIRECTV provides to make sure those devices are recycled responsibly.

## **On-Hold Messaging**

DIRECTV, LLC provides messaging to callers while they are on-hold waiting for customer service representatives. DIRECTV is preparing messaging for on-hold callers in the September/October timeframe to inform them of our recycling efforts and available options.

## **Targeted Emails**

DIRECTV, LLC is currently evaluating options for targeted emails to customers. These emails will be dedicated specifically to raising awareness about the [www.directv.com/recycle](http://www.directv.com/recycle) website and to inform customers of the easy and free options to recycle E-waste available at the website. We anticipate that these emails will reach approximately 3 million US customers that have elected to receive them.

## **Fairs and Tradeshows**

DIRECTV, LLC engages with its partners and vendors periodically through fairs and tradeshows. The E-Waste Public Education Program efforts are communicated to partners and vendors so they can then communicate these efforts to customers.