



## The TV Storm is Coming...Is America Ready?

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The FCC switching the TV signal from analog to digital on February 17th, 2009 is a "ONE TIME" opportunity to solve a bigger problem, E-waste.

It is a widely known fact in the electronics recycling industry that residents and small business's have been collectively stockpiling millions of computers, monitors, printers TVs and other related electronic devices in their basements, attics, garages, closets and storage facilities. Both private sector and public sector businesses have not been effective in getting people to pull these items out of storage and recycle them. That poses another possibility; residents may have the opportunity to throw their collective millions of units away in their weekly garbage with their local garbage hauler if no other better solution exists by the time the FCC mandate on TVs is in effect.

If this happens the problem will be a huge logistics nightmare mixed with an even larger environmental hazard disaster. The facts are that televisions and computer monitors contain large amounts of lead and other toxic elements. [see CCR's website under the TV Storm for the color coded chart on the amount of lead and other toxins in TVs broken down by hazardous chemicals by weight by truck load [classiccomputerrecovery.com](http://classiccomputerrecovery.com)].

The average computer monitors has 4 lbs of lead and TVs have at least twice that much. The US Environmental Protections Agency calls E-waste the leading contributor of lead to municipal waste stream\* [Basel Action Network-Toxic Trade News-Nov 29th 2006]

If lead decomposes over the next 50-80 years and leeches into our water system, we will be leaving our children, and grand children with an overwhelming environmental clean up. Further, there will be untold consequences of lead poisoning in human bodies and animals if this happens. (see press release Toxic trade news on CCR's website under TV Storm).

We need to come up with a solution to avert this potential solid waste stream disaster with televisions. Therefore we need the cooperation of all the industry stakeholders in order to avert this potential disaster. The stakeholders group consists of the Solid Waste Industry who by default, will be expected to take all the disposed TVs curbside. Another stakeholder is the mass merchandisers and retailers who are going to sell the new HDTVs and could easily take one back for recycling with every purchase of a new one. The E-waste Recyclers are the third stakeholder who needs to partner with both groups mentioned to be part of the solution. Finally it includes the federal government and the special interest groups who help educate the public and protect the earth and it's resources.

Assuming we are able to come up with a solution collectively between all the stakeholder groups, we can affect people's behavior by getting them to recycle TVs. Since we can take advantage of that opportunity we might as well take it one step farther and get the US residential population to also recycle computers, monitors, printers and other consumer

electronics. It's is going to become a GIANT FREE public service announcement campaign, why not?

If this can be accomplished it will catapult the E-waste Recycling Industry into the economic and environmental force it should be today which ultimately affects the solid waste industry in numerous positive ways.

The Solid Waste Industry needs to ride on the FCC's coat tails and not let this once-in-a-lifetime opportunity to solve the E-waste problem in the United States pass them by.