GENERAL ASSEMBLY OF NORTH CAROLINA SESSION 2001

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HOUSE BILL 57 Committee Substitute Favorable 4/12/01

Short Title: Labeling Campaign Ads.

Sponsors:

Referred to:

February 7, 2001

| 1 | A BILL TO BE ENTITLED |
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| 2 | AN ACT TO PROVIDE REASONABLE AND PRACTICAL REQUIREMENTS FOR |
| 3 | THE LABELING OF CAMPAIGN ADS; AND TO CLARIFY MEDIA |
| 4 | LIABILITY. |
| 5 | The General Assembly of North Carolina enacts: |
| 6 | SECTION 1. G.S. 163-278.39(b) reads as rewritten: |
| 7 | "(b) Size Requirements. – In a print media advertisement covered by subsection |
| 8 | (a) of this section, the height of all disclosure statements required by that subsection |
| 9 | shall constitute at least five percent (5%) of the height of the printed space of the |
| 10 | advertisement, provided that the type shall in no event be less than 12 points in size. If |
| 11 | the type is at least 28 points in size, the total height of the disclosure statement is not |
| 12 | required to constitute five percent (5%) of the height of the printed space of the |
| 13 | advertisement, except on a billboard. If a single advertisement consists of multiple |
| 14 | pages, folds, or faces, the disclosure requirement of this section applies only to one |
| 15 | page, fold, or face. In a television advertisement covered by subsection (a) of this |
| 16 | section, the visual disclosure legend shall constitute 32 scan lines in size. In a radio |
| 17 | advertisement covered by subsection (a) of this section, the disclosure statement shall |
| 18 | last at least three seconds.be spoken at a normal speed." |
| 19 | SECTION 2. G.S. 163-278.39A(h) reads as rewritten: |
| 20 | "(h) No Additional Liability of Television or Radio Outlets. – Television or radio |
| 21 | outlets shall not be liable under this section Part for carriage of political advertisements |
| 22 | that fail to include the disclosure requirements provided for in this section.Part." |
| 23 | SECTION 3. This act is effective when it becomes law. |

(Public)