

GENERAL ASSEMBLY OF NORTH CAROLINA

SESSION 1997

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HOUSE BILL 481

Short Title: Legible Election Disclaimers.

(Public)

Sponsors: Representatives Adams; Alexander, Baddour, Black, Boyd-McIntyre, Braswell, Dickson, Earle, Fitch, Goodwin, Hurley, Jarrell, Jeffus, Kinney, McAllister, Mosley, Oldham, Wainwright, C. Wilson, Womble, Wright, and Yongue.

Referred to: Election Laws.

March 10, 1997

A BILL TO BE ENTITLED
AN ACT TO REQUIRE THAT ANY DISCLAIMERS REQUIRED BY LAW ON
ELECTION ADVERTISING BE LARGE, LEGIBLE, AND NOT MISLEADING.

The General Assembly of North Carolina enacts:

Section 1. G.S. 163-278.16(f) reads as rewritten:

"(f) No media advertisement of any kind may be made by a treasurer, candidate, political committee, referendum committee or individual unless

(1) It bears the legend or includes the statement: 'Paid for by (or Sponsored by)..... (Name of candidate, political committee, referendum committee, individual)';

(2) The name used in the labeling required in subdivision (1) of this subsection is the name that appears on the statement of organization as required in G.S. 163-278.7(b)(1), provided that this subdivision applies only if the sponsor is a political committee or referendum committee;

(3) The sponsor states in the media advertisement its position:

- a. For or against the candidate; or
- b. For or against an opposing candidate

1 provided that this subdivision applies only if the media advertisement is
2 made for or against a candidate; and
3 (4) The sponsor states in the media advertisement its position for or against
4 the ballot measure; provided this subdivision applies only if the media
5 advertisement is made for or against a ballot measure.

6 ~~The requirements of subdivisions (3) and (4) of this subsection do not apply to any~~
7 ~~print advertisement less than two inches by two inches in size, or to any radio or~~
8 ~~television advertisement of less than 20 seconds in length.~~

9 The legend or statement required by this subsection shall be legible, shall be of a
10 readable size, and shall not be misleading.

11 The media shall not publish or broadcast any political advertisement unless it bears
12 the legend or includes the statement required herein. For purposes of this subsection,
13 'media' means broadcasting stations, carrier current stations, newspapers, magazines,
14 periodicals, outdoor advertising facilities, billboards, and newspaper inserts."

15 Section 2. This act becomes effective January 1, 1998.