

GENERAL ASSEMBLY OF NORTH CAROLINA

SESSION 1997

S

1

SENATE BILL 21

Short Title: Authorization for Political Ads.

(Public)

Sponsors: Senators Conder, Plyler; Albertson, Ballance, Cooper, Dalton, Dannelly, Hoyle, Jordan, Kerr, Kinnaird, Lee, Lucas, Martin of Guilford, Odom, Rand, Warren, Weinstein, Wellons, and Winner.

Referred to: Judiciary.

February 3, 1997

A BILL TO BE ENTITLED

AN ACT TO REQUIRE THAT POLITICAL ADVERTISEMENTS PLACED BY A POLITICAL COMMITTEE (WHICH INCLUDES POLITICAL PARTIES AND PACS) ON BEHALF OF A CANDIDATE TRUTHFULLY STATE WHETHER OR NOT THE ADVERTISEMENT WAS AUTHORIZED BY THE CANDIDATE.

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

1 b. For or against an opposing candidate
2 provided that this subdivision applies only if the media advertisement is
3 made for or against a candidate; and

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

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

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

14 No media advertisement of any kind which supports or opposes a candidate may be
15 made by a political committee, other than the political committee of that candidate,
16 unless the advertisement truthfully states whether it was or was not authorized by the
17 candidate. Notwithstanding G.S. 163-278.27(a), violation of this paragraph is a Class 1
18 misdemeanor."

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