

GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2001

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HOUSE BILL 1187

Short Title: Push Poll Disclosure.

(Public)

Sponsors: Representatives Blue; and Goodwin.

Referred to: Election Law and Campaign Finance Reform.

April 12, 2001

A BILL TO BE ENTITLED

AN ACT TO REQUIRE DISCLOSURE OF THE CANDIDATE OR PERSON
PAYING FOR A PERSUASIVE POLL.

The General Assembly of North Carolina enacts:

SECTION 1. Article 22 of Chapter 163 of the General Statutes is amended
by adding a new section to read:

"§ 163-278.19C. Disclosure of persuasive polls.

(a) If a person, candidate, political party, or political committee requests or
compensates a person to:

(1) Conduct or cause to be conducted a persuasive poll by telephone
concerning a candidate; or

(2) Produce automated or computerized messages by telephone to conduct
a persuasive poll concerning a candidate,

the person conducting the poll shall, at the end of the poll, disclose the name and
telephone number of the person, candidate, political party, or political committee that
requested or compensated the person for the poll.

(b) As used in this section, "persuasive poll" means the canvassing of persons, by
means other than an established method of scientific sampling, by asking questions or
other information concerning a candidate which is designed to provide information that
is designed to advocate the election, approval, or defeat of a candidate or measure. The
term does not include a poll that is conducted only to measure the public's opinion about
or reaction to an issue, fact, or theme.

(c) A violation of this section is a misdemeanor."

SECTION 2. This act becomes effective December 1, 2001.