

**GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2001**

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HOUSE BILL 57

Short Title: Labeling Campaign Ads.

(Public)

Sponsors: Representatives Baker; and Allred.

Referred to: Election Law and Campaign Finance Reform.

February 7, 2001

A BILL TO BE ENTITLED

AN ACT TO PROVIDE REASONABLE AND PRACTICAL REQUIREMENTS FOR
THE LABELING OF CAMPAIGN ADS.

The General Assembly of North Carolina enacts:

SECTION 1. G.S. 163-278.39(b) reads as rewritten:

"(b) Size Requirements. – In a print media advertisement covered by subsection (a) of this section, the height of all disclosure statements required by that subsection shall constitute at least five percent (5%) of the height of the printed space of the advertisement, provided that the type shall in no event be less than 12 points in size. If the type is at least 28 points in size, the total height of the disclosure statement is not required to constitute five percent (5%) of the height of the printed space of the advertisement, except on a billboard. If a single advertisement consists of multiple pages, folds, or faces, the disclosure requirement of this section applies only to one page, fold, or face. In a television advertisement covered by subsection (a) of this section, the visual disclosure legend shall constitute 32 scan lines in size. In a radio advertisement covered by subsection (a) of this section, the disclosure statement shall ~~last at least three seconds~~ be spoken at a normal speed."

SECTION 2. This act is effective when it becomes law.