

GENERAL ASSEMBLY OF NORTH CAROLINA
1987 SESSION

CHAPTER 652
HOUSE BILL 179

AN ACT TO REQUIRE POLITICAL ADVERTISING TO BE LABELED
ACCURATELY.

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 ~~in the case of the media unless~~

- (1) It ~~it~~ bears the legend or includes the statement: ~~(Paid for or sponsored)~~ '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
provided that this subdivision applies only if the media advertisement is made for or against a candidate; and
- (4) The sponsor states in the media advertisement its position for or against the ballot measure; provided this subdivision applies only if the media advertisement is made for or against a ballot measure.

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

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

Sec. 2. This act shall become effective January 1, 1988.

In the General Assembly read three times and ratified this the 21st day of July, 1987.