

GENERAL ASSEMBLY OF NORTH CAROLINA  
SESSION 2001

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HOUSE BILL 57  
Committee Substitute Favorable 4/12/01  
Third Edition Engrossed 4/17/01

Short Title: Labeling Campaign Ads.

(Public)

Sponsors:

Referred to:

February 7, 2001

A BILL TO BE ENTITLED

AN ACT TO PROVIDE REASONABLE AND PRACTICAL REQUIREMENTS FOR  
THE LABELING OF CAMPAIGN ADS; AND TO CLARIFY MEDIA  
LIABILITY.

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 commercial 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.** G.S. 163-278.39A(h) reads as rewritten:

"(h) No Additional Liability of Television or Radio Outlets. – Television or radio outlets shall not be liable under this ~~section-Part~~ for carriage of political advertisements that fail to include the disclosure requirements provided for in this ~~section-Part~~."

**SECTION 3.** This act is effective when it becomes law.