

GENERAL ASSEMBLY OF NORTH CAROLINA  
SESSION 2023

H.B. 1072  
May 22, 2024  
HOUSE PRINCIPAL CLERK

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HOUSE BILL DRH30487-LU-150C

Short Title: Require Disclaimer/Use of AI in Political Ads. (Public)

Sponsors: Representative Cleveland.

Referred to:

1 A BILL TO BE ENTITLED  
2 AN ACT TO REQUIRE DISCLAIMER IN POLITICAL ADVERTISEMENTS USING  
3 ARTIFICIAL INTELLIGENCE (A.I).

4 The General Assembly of North Carolina enacts:

5 SECTION 1. G.S. 75-104(b) reads as rewritten:

6 "(b) Notwithstanding subsection (a) of this section, a person may use an automatic dialing  
7 and recorded message player to make an unsolicited telephone call only under one or more of the  
8 following circumstances:

9 (1) All of the following are satisfied:

10 a. The person making the call is any of the following:

- 11 1. A tax-exempt charitable or civic organization.
- 12 2. A political party or political ~~candidate~~ candidate and the call  
13 satisfies the requirements of G.S. 163-278.18A.
- 14 3. A governmental official.
- 15 4. An opinion polling organization, radio station, television  
16 station, cable television company, or broadcast rating service  
17 conducting a public opinion poll.

18 b. No part of the call is used to make a telephone solicitation.

19 c. The person making the call clearly identifies the person's name and  
20 contact information and the nature of the unsolicited telephone call.

21 ...."

22 SECTION 2. Article 22A of Chapter 163 of the General Statutes is amended by  
23 adding a new section to read:

24 "§ 163-278.18A. Require disclaimer for use of artificial intelligence in political  
25 advertisements.

26 (a) For purposes of this section, the following definitions shall apply:

27 (1) Artificial intelligence. – The capability of computer systems or algorithms to  
28 imitate intelligent human behavior. The term includes generative artificial  
29 intelligence.

30 (2) Political advertisement. – An advertisement as defined under  
31 G.S. 163-278.38Z(1), including communications sent by email, text,  
32 automated calling, or appearing on a website or social media platforms.

33 (b) If a political advertisement is created in whole or in part by using artificial  
34 intelligence, the political advertisement shall comply with the disclosure requirements under  
35 G.S. 163-278.39 and the requirements of this section. The disclaimer shall bear in its legend or  
36 include the statement: "This advertisement was created using artificial intelligence."



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1       (c)     When a political advertisement using artificial intelligence is transmitted by a social  
2 media platform, the disclosure statement shall comply with the size requirements provided in  
3 G.S. 163-278.39(b). When a political advertisement using artificial intelligence is transmitted  
4 through automated calling, the disclosure statement shall last at least two seconds, provided the  
5 statement is spoken so that its contents may be easily understood.

6       (d)     Any candidate, candidate campaign committee, political party organization, political  
7 action committee, referendum committee, individual, or other sponsor using artificial intelligence  
8 in a political advertisement that fails to include the disclaimer required by this section is guilty  
9 of a Class 1 misdemeanor."

10           **SECTION 3.** This act is effective when it becomes law and applies to political  
11 advertisements using artificial intelligence on or after that date.