

February 7, 2001

**H 57. LABELING CAMPAIGN ADS. TO PROVIDE REASONABLE AND PRACTICAL REQUIREMENTS FOR THE LABELING OF CAMPAIGN ADS.** Rewrites GS 163-278.39(b), regarding size requirements for political campaign ads, to (1) provide that if the type in a print media ad is at least 28 points in size, the total height of the disclosure statement is not required to constitute five percent of the height of the printed space, except on a billboard; and (2) require that the disclosure statement in a radio ad be spoken at a normal speed.

**Intro. by Baker.**

Ref. to Election Law	GS 163
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April 12, 2001

**H 57. LABELING CAMPAIGN ADS.** Intro. 2/7/01. House committee substitute makes the following changes to 1st edition. Makes clarifying amendment to GS 163-278.39A(h) regarding media not being liable for political ads that fail to include disclosure requirements.

April 17, 2001

**H 57. LABELING CAMPAIGN ADS.** Intro. 2/7/01. House amendment makes the following changes to 2nd edition. Original bill provides that if disclosure statement in campaign ad is at least 28-point type, it need not constitute 5% of height of printed space in the ad, except on a billboard; amendment limits the exception to commercial billboards.

July 10, 2001

**H 57. LABELING CAMPAIGN ADS.** Intro. 02/07/01. Senate amendment changes 3rd edition to provide that, in a newspaper advertisement or insert, the total height of the disclosure statement need not constitute five percent of the printed space of the advertisement if the type of the disclosure statement is at least 28 points in size. Reduces from three seconds to two seconds the required length of disclosure statements for radio advertisements, provided the statement is spoken so that its contents may be easily understood.

July 30, 2001

**SL 2001-317 (H 57). LABELING CAMPAIGN ADS. AN ACT TO PROVIDE REASONABLE AND PRACTICAL REQUIREMENTS FOR THE LABELING OF CAMPAIGN ADS; AND TO CLARIFY MEDIA LIABILITY.** Summarized in *Daily Bulletin* 2/7/01, 4/12/01, 4/17/01 and 7/10/01. Enacted July 28, 2001. Effective July 28, 2001.