

GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2001

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HOUSE BILL 1187
Committee Substitute Favorable 4/24/01
Third Edition Engrossed 4/26/01

Short Title: Push Poll Disclosure.

(Public)

Sponsors:

Referred to:

April 12, 2001

A BILL TO BE ENTITLED

AN ACT TO REQUIRE DISCLOSURE OF THE SPONSOR OR INITIATOR OF A
PERSUASIVE POLL.

The General Assembly of North Carolina enacts:

SECTION 1. Article 22A of Chapter 163 of the General Statutes is amended
by adding a new section to read:

"§ 163-278.19C. Disclosure of persuasive polls.

(a) If a person, individual, candidate, political party, political committee, or other
entity requests or compensates an individual or other entity to:

(1) Conduct or cause to be conducted a persuasive poll by telephone
concerning a candidate; or

(2) Produce automated or computerized messages by telephone to conduct
a persuasive poll concerning a candidate,

the individual or other entity conducting the poll shall, at the beginning of the poll,
disclose the name and telephone number of the sponsor or initiator of the poll.

(b) As used in this section, 'persuasive poll' means the canvassing of individuals,
by means other than an established method of scientific sampling, by asking questions
or providing other information concerning a candidate which is designed to advocate the
election, approval, or defeat of a candidate or measure. The term does not include a poll
that is conducted only to measure the public's opinion about or reaction to an issue, fact,
or theme.

(c) A violation of this section is a misdemeanor."

SECTION 2. This act becomes effective December 1, 2001.