

## 1 VIRGINIA ACTS OF ASSEMBLY — CHAPTER

2 *An Act to amend and reenact § 24.2-942 of the Code of Virginia, relating to disclosure requirements for*  
3 *political campaign advertisements; definitions.*

4 [H 105]

5 Approved

6 **Be it enacted by the General Assembly of Virginia:**7 **1. That § 24.2-942 of the Code of Virginia is amended and reenacted as follows:**

## 8 § 24.2-942. Definitions.

9 As used in this chapter, unless the context requires a different meaning:

10 "Advertisement" means any message appearing in the print media, on television, or on radio that  
11 constitutes a contribution or expenditure under Chapter 9 (§ 24.2-900 et seq.) of this title.  
12 "Advertisement" shall not include novelty items authorized by a candidate including, but not limited to,  
13 pens, pencils, magnets, and buttons to be attached to wearing apparel.

14 "Candidate" means "candidate" as defined in § 24.2-101.

15 "Candidate campaign committee" or "campaign committee" has the meaning defined in § 24.2-901.

16 "Full-screen" means the only picture appearing on the television screen during the oral disclosure  
17 statement that (i) contains the disclosing person, (ii) occupies all visible space on the television screen,  
18 and (iii) contains the image of the disclosing person that occupies at least 50 percent of the vertical  
19 height of the television screen.

20 "Political action committee" has the same meaning as "political committee" in § 24.2-901 except that  
21 "political action committee" does not include any political party or political party committee. The term  
22 shall include any other organization or auxiliary associated with or using the name of a political party.

23 "Political party" has the same meaning as "party" or "political party" in § 24.2-101.

24 "Political party committee" means any state political party committee, congressional district political  
25 party committee, county or city political party committee, or organized political party group of elected  
26 officials. The term shall not include any other organization or auxiliary associated with or using the  
27 name of a political party.

28 "Print media" means billboards, cards, newspapers, newspaper inserts, magazines, ~~mass mailings~~  
29 *printed material disseminated through the mail*, pamphlets, fliers, bumper stickers, periodicals, websites,  
30 electronic mail, and outdoor advertising facilities. ~~A "mass mailing" is a mailing with more than 500~~  
31 ~~pieces.~~

32 "Radio" means any radio broadcast station that is subject to the provisions of 47 U.S.C. §§ 315 and  
33 317.

34 "Scan line" means a standard term of measurement used in the electronic media industry calculating  
35 a certain area in a television advertisement.

36 "Sponsor" means a candidate, candidate campaign committee, political party committee, political  
37 action committee, individual, or other entity that purchases an advertisement.

38 "Television" means any television broadcast station, cable television system, wireless-cable multipoint  
39 distribution system, satellite company, or telephone company transmitting video programming that is  
40 subject to the provisions of 47 U.S.C. §§ 315 and 317.

41 "Unobscured" means that the only printed material that may appear on the television screen is a  
42 visual disclosure statement required by law, and that nothing is blocking the view of the disclosing  
43 person's face.

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