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LB 186

PRESIDENT: Senator Newell, are you going to respond to that?

SENATOR NEWELL: Yes, as I understand it, Senator Beutler, this only ...this would not exempt advertisers if, an example, if KETV, no, wait a minute. I won't use names... a smarter man than that. If X newspaper says that X newspaper has won a Pulitzer prize and they haven't won a Pulitzer prize, then they would still be accountable under false advertising but they, themselves, are placing the ad with their own newspaper, so consequently they would be responsible. It does not exempt them in those cases. It only exempts them if...

SENATOR BEUTLER: Thank you.

PRESIDENT: The Chair recognizes Senator Nichol.

SENATOR NICHOL: Mr. Chairman, members of the Legislature, as I read this it applies only to advertising. Now Senator Newell takes a news item and uses that as an example and I thought this just applied to advertising. Is that true, Senator Newell?

SENATOR NEWELL: But if they falsely advertise that they are a Pulitzer prize winner then that is false advertising.

SENATOR NICHOL: Okay. Well, certainly then, I don't think any news media would false advertise from something that somebody else was paying for so I don't see anything wrong with the bill that way.

SENATOR NEWELL: Thank you.

PRESIDENT: The Chair recognizes Senator Cope.

SENATOR COPE: Mr. President, members, a question of Senator Newell.

PRESIDENT: Senator Newell, will you respond?

SENATOR NEWELL: Yes, Senator Cope.

SENATOR COPE: Senator Newell, does this relieve the media of all the responsibilities for advertising that they take?

SENATOR NEWELL: Well the good faith provision that Senator Johnson just added would mean that there would be if they take a piece of advertising in good faith and believe that that advertising is exactly as it was presented to them,