

## SENATE SUMMARY OF HOUSE AMENDMENTS

SB 97

2024 Regular Session

Duplessis

## KEYWORD AND SUMMARY AS RETURNED TO THE SENATE

POLITICAL CAMPAIGNS. Regulates the use of deep fakes and artificial intelligence terminology in political advertising. (gov sig)

## SUMMARY OF HOUSE AMENDMENTS TO THE SENATE BILL

1. Adds that proposed law does not apply to any material that constitutes a work of political commentary, criticism, satire, or parody and that includes context and a disclosure sufficient to cause a reasonable person to understand that the material is not a factual or actual representation of a candidate.

## DIGEST OF THE SENATE BILL AS RETURNED TO THE SENATE

## DIGEST

SB 97 Reengrossed

2024 Regular Session

Duplessis

Present law provides that the state has a compelling interest in taking every necessary step to assure that all elections are held in a fair and ethical manner and finds that an election cannot be held in a fair and ethical manner when any candidate or other person is allowed to print or distribute any material which falsely alleges that a candidate is supported by or affiliated with another candidate, group of candidates, or other person, or a political faction, or to publish statements that make scurrilous, false, or irresponsible adverse comments about a candidate or a proposition.

Present law further provides that the state has a compelling interest to protect the electoral process, and that the people have an interest in knowing the identity of each candidate whose number appears on a sample ballot in order to be fully informed and to exercise their right to vote for a candidate of their choice.

Present law further provides that it is essential to the protection of the electoral process that the people be able to know who is responsible for publications in order to more properly evaluate the statements contained in them and to informatively exercise their right to vote.

Present law further provides that it is essential to the protection of the electoral process to prohibit misrepresentation that a person, committee, or organization speaks, writes, or acts on behalf of a candidate, political committee, or political party, or an agent or employee thereof.

Proposed law retains present law and further provides that it is essential to the protection of the electoral process to prohibit the undisclosed use of deep fake technology, artificial intelligence, or similar tools utilized to create, alter, or otherwise manipulated media in a manner that would falsely appear to a reasonable observer to be an authentic record of a natural person's speech, conduct, or likeness to emulate a candidate, an agent or employee thereof, or other persons with the intent to mislead voters.

Present law provides that no person shall cause to be distributed, or transmitted, any oral, visual, digital, or written material containing any statement which he knows or should be reasonably expected to know makes a false statement about a candidate for election in a primary or general election or about a proposition to be submitted to the voters.

Proposed law retains present law and further provides no person shall communicate any depiction or representation of a candidate he knows or should be reasonably expected to know is false.

Present law provides for disclosure requirements of electioneering communications relative to sources of payment and candidate authorization.

Proposed law retains present law and further requires disclosure of the use of deep fake technology, artificial intelligence, or similar tools to create, alter, or otherwise manipulate media in a manner that would falsely appear to a reasonable observer to be an authentic record of a natural person's speech, conduct, or likeness to emulate a candidate, an agent or employee thereof, or other persons with the intent to mislead voters.

Present law defines "media entity" as a radio broadcast station, television broadcast station, cable or satellite television company, or other video service provider, streaming video provider, newspaper company, periodical company, billboard company, advertisement agency, or media platform responsible for the production or publication of any advertisement, voice, data, or other communications, information services, or internet access provider, or bona fide news or public interest website operator.

Proposed law retains present law and further defines "media entity" to include a provider of an interactive computer service, as defined in 47 U.S.C. 230(f), a provider of telecommunications or information service, as defined in 47 U.S.C. 153, an interactive computer service, internet service provider, internet website, or e-commerce service.

Present law defines the term "digital material" as any material or communication that, for a fee, is placed or promoted on a public facing website, web application, or digital application, including a social network, advertising network, or search engine.

Proposed law retains present law and defines "deep fake technology" as the use of manipulated images or audio or visual depictions that appear to be genuine.

Proposed law provides that proposed law shall not restrict the ability of a person to preserve the integrity or security of systems or to detect, prevent, respond to, or protect against security incidents, identity theft, fraud, harassment, malicious or deceptive activities, or any illegal activity, or to investigate, report, or prosecute those responsible for any of these actions.

Proposed law provides that no provider of an interactive computer service, as defined in 47 U.S.C. 230(f), or a provider of a telecommunications or an information service, as defined in 47 U.S.C. 153, or its affiliates or subsidiaries, is to be held to have violated proposed law, or be subject to any civil action, solely for providing access or connection to or from a website or other information or content on the internet, or a facility, system, or network not under that provider's control, including transmission, downloading, intermediate storage, access software, or other related capabilities that are incidental to providing such access or connection, to the extent it is not responsible for the creation of the material or communication that constitutes a violation of proposed law.

Proposed law is not to be construed to impose liability on a radio broadcast station, television broadcast station, cable or satellite television company, or other video service provider, streaming video provider, newspaper company, periodical company, billboard company, advertisement agency, or media platform responsible for the production or publication of any advertisement, voice, data, or other communications, information services, or internet access provider, or bona fide news or public interest website operator, or any affiliates or subsidiaries, to the extent it is not responsible for the creation of the material or communication that constitutes a violation of proposed law.

Proposed law does not apply to any material that constitutes a work of political commentary, criticism, satire, or parody and that includes context and a disclosure sufficient to cause a reasonable person to understand that the material is not a factual or actual representation of a candidate.

Effective upon signature of the governor or lapse of time for gubernatorial action.

(Amends R.S. 18:1463(A), (C)(1), (E)(5)(b), and (F); adds R.S. 18:1463(C)(2)(d), (H), (I), (J), and (K))

---

Thomas L. Tyler  
Division Director