

ACT No. 806

2026 Regular Session

HOUSE BILL NO. 459

BY REPRESENTATIVES MANDIE LANDRY AND DOMANGUE

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AN ACT

To amend and reenact R.S. 18:1463(A), (F), and (G), 1483(7)(a)(iii), (b)(ii), and (c)(ii), (8), (11)(a) and (d)(ii), and 1501.1(A)(1), to enact R.S. 18:1463(H) and (I) and 1483(33), and to repeal R.S. 18:1463(C)(5), 1491.7(B)(22), and 1495.5(B)(21), relative to political campaigns; to provide for required disclosures in political materials and communications; to provide for disclosures related to the use of artificial intelligence to create the image or likeness of a candidate; to provide for criminal penalties; to provide for campaign finance reporting requirements of persons other than candidates and committees; to provide relative to contributions and expenditures related to electioneering communications; to provide relative to coordinated expenditures; to provide for definitions; to provide for effectiveness; and to provide for related matters.

Be it enacted by the Legislature of Louisiana:

Section 1. R.S. 18:1463(A), (F), and (G), 1483(7)(a)(iii), (b)(ii), and (c)(ii), (8), (11)(a) and (d)(ii), and 1501.1(A)(1) are hereby amended and reenacted and R.S. 18:1463(H) and (I) and 1483(33) are hereby enacted to read as follows:

§1463. Political material; ethics; prohibitions

A. The Legislature of Louisiana finds 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

1 that make scurrilous, false, or irresponsible adverse comments about a candidate or
 2 a proposition. The legislature further finds that the state has a compelling interest
 3 to protect the electoral process and that the people have an interest in knowing the
 4 identity of each candidate whose number appears on a sample ballot in order to be
 5 fully informed and to exercise their right to vote for a candidate of their choice. The
 6 legislature further finds that it is essential to the protection of the electoral process
 7 that the people be able to know who is responsible for publications in order to more
 8 properly evaluate the statements contained in them and to informatively exercise
 9 their right to vote. The legislature further finds that it is essential to the protection
 10 of the electoral process to prohibit misrepresentation that a person, committee, or
 11 organization speaks, writes, or acts on behalf of a candidate, political committee, or
 12 political party, or an agent or employee thereof. The legislature further finds that it
 13 is essential to the protection of the electoral process that the public not be deceived
 14 or misled by an image, likeness, or voice of a candidate or elected official subject to
 15 recall that is created using artificial intelligence.

16 * * *

17 F.(1) No person shall make or cause to be made any electioneering
 18 communication that portrays a candidate or an elected official subject to recall and
 19 that is, through the use of artificial intelligence, created, altered, or digitally
 20 manipulated in a manner that would falsely appear to a reasonable observer to be an
 21 authentic record of the actual speech or conduct of a candidate or an elected official
 22 subject to recall and that would falsely appear to replace an individual's likeness with
 23 the likeness of a candidate or an elected official subject to recall without providing
 24 a clear and understandable disclosure on the electioneering communication that it
 25 was created using artificial intelligence. The form of the disclosure shall be
 26 consistent with the disclosure requirements of Subsection (E) of this Section.

27 (2) For purposes of this Subsection, the following terms have the following
 28 meanings:

29 (a) "Artificial intelligence" shall have the same meaning as provided in R.S.
 30 14:73.14.

1 (iii) Any person for the purpose of funding an expenditure ~~to influence the~~
2 ~~nomination or election of a person to public office~~, whether made before or after the
3 an election.

4 * * *

5 (b) "Contribution" shall also include, without limitation:

6 * * *

7 (ii) Coordinated expenditures, which ~~made for the purpose of supporting,~~
8 ~~opposing, or otherwise influencing the nomination or election of the candidate and~~
9 shall be considered to be a contribution to ~~such~~ the candidate, the principal campaign
10 committee, or the subsidiary committee thereof that, directly or through an agent,
11 cooperated with, consulted with, or acted in concert with the creator or disseminator
12 of or requested or suggested the creation or dissemination of the electioneering
13 communication.

14 * * *

15 (c) "Contribution" shall not include:

16 * * *

17 (ii) Any dues or membership fees of any membership organization or
18 corporation made by its members or stockholders, if such membership organization
19 or corporation is not organized primarily for ~~the purpose of supporting, opposing or~~
20 ~~otherwise influencing the nomination for election, or election, of any person to~~
21 ~~public office~~ making expenditures for electioneering communications. However, any
22 funds of such an organization or corporation used for ~~the purpose of contributions~~
23 ~~to candidates or committees or to publicly advocate support or defeat of a candidate~~
24 ~~or for expenditures as defined in this Chapter~~ expenditures for electioneering
25 communications shall be reportable ~~and all contributions made by such membership~~
26 ~~organization or corporation which are otherwise reportable under the provisions of~~
27 ~~this Chapter shall be reported.~~

28 * * *

29 (8) "Coordinated expenditure" means an expenditure made ~~by any person in~~
30 cooperation, consultation, or concert with, or at the request or suggestion of, a

1 candidate, his principal campaign committee or a subsidiary committee thereof, or
 2 their agents ~~for the purpose of supporting, opposing, or otherwise influencing the~~
 3 ~~nomination or election of the candidate~~ of expenditures for electioneering
 4 communications.

5 * * *

6 (11)(a) "Expenditure" means a purchase, payment, advance, deposit, or gift,
 7 of money or anything of value made ~~for a purpose provided for in R.S. 18:1501.1(A)~~
 8 ~~or 1505.2(f)~~ by a candidate or committee. For a person other than a candidate or
 9 committee, "expenditure" means a purchase, payment, advance, deposit, or gift, of
 10 money or anything of value made for an electioneering communication.

11 * * *

12 (d) "Expenditure" shall not include:

13 * * *

14 (ii) Any communication, including an electioneering communication, by any
 15 membership organization or business entity to its employees, members, directors, or
 16 stockholders, or their family members, if such membership organization or business
 17 entity is not organized primarily for ~~the purpose of supporting, opposing, or~~
 18 ~~otherwise influencing the nomination for election, or election, of any person to~~
 19 ~~public office or for the purpose of supporting or opposing a proposition or question~~
 20 ~~to be submitted to the voters~~ making electioneering communications. All other
 21 expenditures made by such membership organization or business entity which are
 22 otherwise reportable under the provisions of this Chapter shall be reported. For
 23 purposes of this definition, business entity means any proprietorship, partnership,
 24 corporation, or other legal entity, including their subsidiaries.

25 * * *

26 (33)(a) "Electioneering communication" means any communication, whether
 27 printed, digital, or broadcast by a media entity, that meets either of the following:

28 (i) Contains express advocacy supporting or opposing the nomination or
 29 election of a person to public office, the recall of a public official, or a proposition
 30 or question submitted to the voters.

1 Section 2. R.S. 18:1463(C)(5), 1491.7(B)(22), and 1495.5(B)(21) are hereby
2 repealed.

3 Section 3. The Louisiana State Law Institute is authorized and directed to
4 arrange in alphabetical order and renumber definitions contained in R.S. 18:1483 and
5 to correct any cross-references to the renumbered paragraphs if necessary, consistent
6 with the provisions of this Act.

SPEAKER OF THE HOUSE OF REPRESENTATIVES

PRESIDENT OF THE SENATE

GOVERNOR OF THE STATE OF LOUISIANA

APPROVED: _____