

Bill Summary
1st Session of the 60th Legislature

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| Bill No.: | SB 894 |
| Version: | INT |
| Request No. | 148 |
| Author: | Sen. Coleman |
| Date: | 01/21/2025 |

Bill Analysis

SB 894 prohibits any person or entity from creating synthetic media that the person or entity has actual knowledge is a deepfake of a candidate or political party on the state or local ballot within 90 days of an election. This prohibition shall not apply if the person or company includes a disclosure stating that the image, audio, or video was manipulated or generated by artificial intelligence. The measure requires the disclosure to be clearly shown in visual media or clearly stated in audio media. Candidates are authorized to seek injunctive relief prohibiting the publication of such ads. Any entity or person found liable shall be subject to a maximum fine of \$10,000.00 for any person found to have violated the provisions of this measure multiple times within a 5-year period, \$5,000.00 for any ad that was intended to cause bodily harm, and \$1,000.00 for any other case. The measure exempts radio and television broadcasting stations from the provisions of this measure provided certain disclosures are made.

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