

House Study Bill 643 - Introduced

SENATE/HOUSE FILE _____
BY (PROPOSED ETHICS AND CAMPAIGN
DISCLOSURE BOARD BILL)

A BILL FOR

- 1 An Act relating to the use of synthetic media in campaign
- 2 materials, and making penalties applicable.
- 3 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

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1 Section 1. NEW SECTION. **68A.407 Synthetic media —**
2 **disclosure.**

3 1. For purposes of this section:

4 a. "*Synthetic media*" means an image, audio recording, or
5 video recording of an individual's appearance, speech, or conduct
6 that has been intentionally manipulated with the use of any form
7 of digital technology in a manner to create a realistic but false
8 image, audio recording, or video recording that produces any of
9 the following:

10 (1) A depiction of an individual in appearance, speech, or
11 conduct that a reasonable individual would believe depicts a real
12 individual.

13 (2) A materially different understanding or impression than
14 a reasonable individual would have from the unaltered, original
15 version of the image, audio recording, or video recording.

16 b. "*Synthetic media*" does not include content created
17 using digital technology solely for text generation, grammar
18 correction, spelling checks, stylistic editing, or enhancing
19 existing content without creating a new impersonation of a human
20 likeness or voice.

21 2. Published material, as defined in section 68A.405, that
22 contains synthetic media must prominently include the words
23 "THIS CONTENT GENERATED USING SYNTHETIC MEDIA". The person
24 who is responsible for the published material has the sole
25 responsibility and liability for inclusion of the disclosure
26 required by this subsection.

27 3. The inclusion of the disclosure required by this section
28 does not preclude a person from pursuing any other remedies under
29 law for the publication of synthetic media.

30 4. The board shall adopt rules pursuant to chapter 17A to
31 implement this section.

32 **EXPLANATION**

33 The inclusion of this explanation does not constitute agreement with
34 the explanation's substance by the members of the general assembly.

35 This bill relates to the use of synthetic media in campaign

1 materials. The bill requires published material (newspaper,
2 magazine, shopper, outdoor advertising facility, poster, direct
3 mailing, brochure, internet site, campaign sign, or other form
4 of printed or electronic general public political advertising,
5 including television, video, or motion picture advertising) that
6 contains synthetic media, defined in the bill, to include a
7 disclosure. The inclusion of the disclosure required by the bill
8 does not preclude a person from pursuing any other remedies under
9 law for the publication of synthetic media.

10 The bill requires the Iowa ethics and campaign disclosure
11 board to adopt rules to implement the bill. By operation of law,
12 a person who willfully violates a provision of the bill is guilty
13 of a serious misdemeanor. A serious misdemeanor is punishable by
14 confinement for no more than one year and a fine of at least \$430
15 but not more than \$2,560.

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