

**House File 2609 - Introduced**

HOUSE FILE 2609  
BY COMMITTEE ON STATE  
GOVERNMENT

(SUCCESSOR TO HSB 643)

**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:

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  
6 conduct that has been intentionally manipulated with the use  
7 of any form of digital technology in a manner to create a  
8 realistic but false image, audio recording, or video recording  
9 that produces any of the following:

10 (1) A depiction of an individual in appearance, speech, or  
11 conduct that a reasonable individual would believe depicts a  
12 real 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  
20 human 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  
29 under 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)  
6 that contains synthetic media, defined in the bill, to include  
7 a disclosure. The inclusion of the disclosure required by  
8 the bill does not preclude a person from pursuing any other  
9 remedies under 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  
12 law, a person who willfully violates a provision of the bill  
13 is guilty of a serious misdemeanor. A serious misdemeanor is  
14 punishable by confinement for no more than one year and a fine  
15 of at least \$430 but not more than \$2,560.