

# SB1571 • Oregon

Relating to the use of artificial intelligence in campaign communications; declaring an emergency.

Passed Both Chambers

Risk: High

Comprehensive

Last Action (Mar 28, 2024): Effective date, March 27, 2024.

## Summary

The bill mandates disclosure of AI use in campaign ads, with exemptions for certain entities and content, and imposes penalties for violations, effective immediately.

## Business Impact

If you run political campaigns in Oregon, you must disclose AI use in ads or face fines up to \$10,000.

## Key Provisions

- Requires disclosure of AI use in campaign communications.
- Imposes civil penalties up to \$10,000 for non-compliance.
- Exempts certain entities and content from disclosure requirements.
- Effective immediately upon passage.

## Compliance Checklist

- Disclose AI use in campaign ads | Who: Political campaign operators | Penalty: Up to \$10,000 for violations

## Industries Affected

Consumer Protection

Political Campaigning

Advertising

Technology

## Topics

## Bill Sponsors

Name	Party	Role
Aaron Woods	D	Sponsor
James Manning	D	Sponsor
Sara Gelser Blouin	D	Sponsor
Courtney Neron	D	Sponsor
Wlnsvey Campos	D	Sponsor
Michael Dembrow	D	Sponsor
Lew Frederick	D	Sponsor
Jeffrey Golden	D	Sponsor
Bill Hansell	R	Sponsor
Cedric Hayden	R	Sponsor
Kayse Jama	D	Sponsor
Tim Knopp	R	Sponsor

## Roll Call Votes

Date	Description	Yea	Nay	Result
2024-03-06	Senate Third Reading in Concurrence	24	5	Passed
2024-03-05	House Third Reading	52	3	Passed
2024-03-04	House Committee Do pass with amendments to the A-E	5	0	Passed
2024-02-26	Senate Third Reading	23	7	Passed
2024-02-22	Senate Motion to Change Calendar	27	0	Passed
2024-02-15	Senate	5	0	Passed

## Amendments

- Senate Committee On Rules Amendment #-2 — 2024-02-13 (Not Adopted)
- Senate Committee On Rules Amendment #-2 — 2024-02-15 (Not Adopted)
- Senate Committee On Rules Amendment #-3 — 2024-02-13 (Not Adopted)
- Senate Committee On Rules Amendment #-3 — 2024-02-15 (Not Adopted)
- Senate Committee On Rules Amendment #-4 — 2024-02-15 (Not Adopted)
- Senate Committee On Rules Amendment #-5 — 2024-02-15 (Adopted)

# Official Source

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<https://olis.oregonlegislature.gov/liz/2024R1/Measures/Overview/SB1571>

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