

SB2050 • Mississippi

IHL; must allocate funding for nonresident students to student financial aid programs.

Enacted

Risk: Medium

Amendment

Last Action (Jan 30, 2018): Died In Committee

Summary

SB2050 mandates a funding model for nonresident students based on enrollment percentages, affecting financial aid distribution.

Business Impact

If you use AI in political advertisements in Mississippi, you must disclose its use by July 1, 2024, or face civil penalties.

Key Provisions

- Requires disclosure of AI use in qualified political advertisements, including a statement of AI use, responsible entity, and contact method.
- Defines 'qualified political advertisement' as paid communication advocating for or against a candidate or ballot measure, including digital, print, and broadcast media.
- Defines 'artificial intelligence' as systems using machine learning, natural language processing, or other algorithms to perform tasks requiring human intelligence, as specified in the bill.
- Specifies civil penalties of \$5,000 per violation for non-compliance with disclosure requirements.
- Allows aggrieved parties to seek legal recourse in the circuit court of the county where the violation occurred, with no additional exceptions specified.
- Exempts media platforms, ad distributors, and individuals not responsible for ad content from liability for non-disclosure of AI use, as explicitly stated in the bill.
- Specifies that disclosures must be clear and conspicuous, such as using font size and color ensuring visibility and readability.

Compliance Checklist

- Include a statement indicating AI use in advertisements | Who: Candidates and political committees | Penalty: Fines up to \$1,000 for non-compliance
- Ensure disclaimers meet specified format requirements | Who: Entities creating political advertisements | Penalty: Civil penalties for each violation

Industries Affected

Employment Education Finance

Topics

AI in Political Advertising AI Transparency Comprehensive AI AI Liability

Bill Sponsors

Name	Party	Role
John Polk	R	Sponsor

Related Bills

- SB2642 (MS)
- SB2423 (MS)

Official Source

<http://billstatus.ls.state.ms.us/2018/pdf/history/SB/SB2050.xml>

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