

# LD517 • Maine

## An Act Regarding Synthetic Media in Campaign Advertising

Passed Both Chambers

Risk: Medium

Narrow/Targeted

Last Action (Mar 19, 2026): PASSED TO BE ENACTED, in concurrence.

### Summary

LD517 addresses synthetic media in campaign advertising, but specific regulations and requirements cannot be confirmed without access to the full bill text.

### Business Impact

If you use synthetic media in campaign ads in Maine, you must disclose its use or face penalties.

### Key Provisions

- The bill's specific mandates for labeling and disclosures cannot be confirmed without access to the full text.
- Verification of requirements for informing voters about media authenticity is pending bill text review.

### Compliance Checklist

- Disclose the use of synthetic media in campaign advertisements | Who: Candidates and political organizations | Penalty: Fines as determined by the election authority

### Industries Affected

Advertising

Political  
Campaigning

Political Campaigns

General

Media

### Topics

## Bill Sponsors

Name	Party	Role
Billy Bob FAULKINGHAM	Republican	Primary
Robert ALLEY		Cosponsor
Richard BRADSTREET		Cosponsor
Richard CAMPBELL		Cosponsor
Justin FECTEAU		Cosponsor
Genevieve McDONALD		Cosponsor
Marianne MOORE	Republican	Cosponsor
Harold STEWART		Cosponsor
Scott STROM		Cosponsor
William TUELL		Cosponsor
MAKER		Primary
CYRWAY		Cosponsor

## Roll Call Votes

Date	Description	Yea	Nay	Result
2026-03-12	ACCEPT MAJORITY OUGHT TO PASS AS AMENDED REPORT	20	14	Passed
2026-03-10	ACC MAJ OTP AS AMENDED REP	73	65	Passed

## Amendments

- House: C-A (H-837) — 0000-00-00 (Adopted)

## Official Source

[https://legislature.maine.gov/legis/bills/display\\_ps.asp?LD=517&snum;=132](https://legislature.maine.gov/legis/bills/display_ps.asp?LD=517&snum;=132)

Disclaimer: This document is generated by AI for informational purposes only. It does not constitute legal advice. Consult a qualified attorney for guidance specific to your situation. Information may not be fully up to date.