

HB872 • Maryland

Election Law – Campaign Materials – Disclosure of Use of Synthetic Media

Introduced

Risk: Medium

Narrow/Targeted

Effective: Jan 01, 2025 | Last Action (Feb 05, 2024): Hearing 2/27 at 1:00 p.m.

Summary

This bill mandates disclosure for campaign materials using synthetic media, ensuring transparency in political advertising by including candidates, campaign entities, and their agents.

Business Impact

If you publish campaign materials using synthetic media in Maryland, you must include a disclosure by January 1, 2025, or face penalties.

Key Provisions

- Candidates must disclose the use of synthetic media in campaign materials.
- Campaign finance entities are required to comply with the disclosure mandate.
- The disclosure must be made in a manner specified by the State Board of Elections.
- Applies to all agents of candidates, campaign finance entities, and other persons involved in campaign material distribution.

Compliance Checklist

- Include a disclosure in campaign materials using synthetic media | Who: Candidates and campaign finance entities | Penalty: Consequences for non-compliance are unspecified

Industries Affected

Technology

Political Campaigning

Consumer Protection

Advertising

Topics

Bill Sponsors

Name	Party	Role
Long		Primary
Lierman		Cosponsor
Chair		Primary
Ways and Means Committee (By Request - Departmental - Commerce)		Cosponsor
R. Lewis		Cosponsor
Clippinger		Primary
Charles		Primary
Crutchfield		Primary
Acevero		Primary
Bartlett		Primary
D.M. Davis		Primary
Griffith		Primary

Official Source

<https://mgaleg.maryland.gov/mgawebsite/Legislation/Details/HB0872?ys=2024RS>

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