

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 that utilize synthetic media, ensuring transparency in political advertising.

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 also required to comply with disclosure requirements.
- The disclosure must be made, but the format is not specified.
- Effective date for compliance is January 1, 2025.
- The bill aims to enhance transparency in political advertising.

Compliance Checklist

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

Industries Affected

Political Campaigning

Advertising

Consumer Protection

Technology

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

Related Bills

- HB740 (MD)

Official Source

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

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