

HB5141 • Michigan

Campaign finance: advertising; using artificial intelligence in certain political advertisements; require disclosure. Amends sec. 47 of 1976 PA 388 (MCL 169.247) & adds sec. 59. TIE BAR WITH: HB 5143'23

Passed Both Chambers

Risk: Medium

Amendment

Effective: Feb 13, 2024 | Last Action (Dec 31, 2023): Assigned Pa 263'23

Summary

This bill mandates disclosure when using AI in political ads, amending existing campaign finance laws and is tie-barred with HB 5143.

Business Impact

If you use AI in political advertising in Michigan, you must disclose its use or face penalties.

Key Provisions

- Requires disclosure of AI use in political advertisements.
- Amends existing campaign finance laws to include AI-related provisions.
- Affects all political candidates and organizations involved in advertising.
- Tie-barred with HB 5143.

Compliance Checklist

- Disclose the use of AI in any political advertisement | Who: Political candidates and organizations | Penalty: Potential penalties for non-compliance

Industries Affected

Advertising

Political Campaigning

Campaign Finance

Political Advertising

Media

Consumer Protection

Political Campaigns

Campaign Management

Topics

AI in Political Advertising

AI Transparency

Bill Sponsors

Name	Party	Role
Bronna Kahle		Cosponsor
57		Cosponsor
Peter Lucido		Cosponsor
Roger Victory	Republican	Cosponsor
Tim Kelly	Republican	Cosponsor
Ben Frederick		Cosponsor
Robert Kosowski		Cosponsor
Holly Hughes		Cosponsor
Eric Leutheuser		Cosponsor
Sue Allor		Cosponsor
Roger Hauck	Republican	Cosponsor
Julie Calley		Cosponsor

Roll Call Votes

Date	Description	Yea	Nay	Result
2023-11-09	roll call Roll Call # 583 Yeas 60 Nays 46 Excused	60	46	Passed
2023-11-09	PASSED ROLL CALL # 734 YEAS 20 NAYS 16 EXCUSED 2 N	20	16	Passed
2023-11-01	passed; given immediate effect Roll Call # 444 Yea	59	51	Passed

Amendments

- House Substitute (H-2) — 2023-10-31 (Adopted)
- Senate Substitute (S-1) — 2023-11-09 (Not Adopted)
- Senate Substitute (S-1) And Amendment(s) — 2023-11-09 (Not Adopted)
- Senate Substitute (S-1) — 2023-11-09 (Not Adopted)
- Senate Substitute (S-1) And Amendment(s) — 2023-11-09 (Not Adopted)

- House Substitute (S-1) — 2023-11-09 (Adopted)

Related Bills

- HB5143 (MI)

Official Source

<https://legislature.mi.gov/Bills/Bill?ObjectName=2023-HB-5141>

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