

By: Representatives James-Jones, Nelson,
Paden, Butler-Washington, Johnson, Summers,
Bell (65th), Clark, Holloway (27th), Scott

To: Apportionment and
Elections

HOUSE BILL NO. 1267

1 AN ACT TO CREATE A NEW SECTION OF LAW TO PROVIDE THAT IF ANY
2 POLITICAL COMMUNICATIONS WERE GENERATED IN WHOLE OR IN PART BY
3 SYNTHETIC MEDIA USING ARTIFICIAL INTELLIGENCE ALGORITHMS, THEN
4 SUCH POLITICAL COMMUNICATIONS SHALL HAVE A CLEAR AND PROMINENT
5 DISCLAIMER STATING THAT THE INFORMATION CONTAINED IN THE POLITICAL
6 COMMUNICATION WAS GENERATED USING ARTIFICIAL INTELLIGENCE
7 ALGORITHMS; TO AMEND SECTION 23-15-897, MISSISSIPPI CODE OF 1972,
8 TO PROVIDE THAT IF ANY PUBLISHED CAMPAIGN MATERIALS OR PUBLISHED
9 PRINTED MATERIALS WERE GENERATED IN WHOLE OR IN PART BY SYNTHETIC
10 MEDIA USING ARTIFICIAL INTELLIGENCE ALGORITHMS, THEN SUCH
11 PUBLISHED CAMPAIGN MATERIALS OR PUBLISHED PRINTED MATERIALS SHALL
12 HAVE A CLEAR AND PROMINENT DISCLAIMER STATING THAT THE MATERIAL
13 WAS GENERATED USING ARTIFICIAL INTELLIGENCE ALGORITHMS; TO AMEND
14 SECTION 23-15-877, MISSISSIPPI CODE OF 1972, TO PROVIDE THAT IF
15 ANY NEWSPAPER EITHER DOMICILED IN THE STATE, OR OUTSIDE OF THE
16 STATE CIRCULATING INSIDE THE STATE OF MISSISSIPPI, SHALL PRINT ANY
17 EDITORIAL OR NEWS STORY THAT WAS GENERATED IN WHOLE OR IN PART BY
18 SYNTHETIC MEDIA USING ARTIFICIAL INTELLIGENCE ALGORITHMS, THEN
19 SUCH NEWSPAPER SHALL HAVE A CLEAR AND PROMINENT DISCLAIMER STATING
20 THAT THE EDITORIAL OR NEWS STORY WAS GENERATED USING ARTIFICIAL
21 INTELLIGENCE ALGORITHMS; AND FOR RELATED PURPOSES.

22 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MISSISSIPPI:

23 **SECTION 1.** If any political communications were generated in
24 whole or in part by synthetic media using artificial intelligence
25 algorithms, then such political communications shall have a clear
26 and prominent disclaimer stating that the information contained in



27 the political communication was generated using artificial
28 intelligence algorithms.

29 **SECTION 2.** Section 23-15-897, Mississippi Code of 1972, is
30 amended as follows:

31 23-15-897. (1) The following words and phrases shall have
32 the meanings as defined in this section unless the context clearly
33 indicates otherwise:

34 (a) "Campaign materials" include any materials designed
35 to influence voters for or against any candidate, party or measure
36 to be voted on at any election, or containing information about
37 any candidate, party or measure paid for by a candidate, political
38 committee, or independent expenditure which requires disclosure
39 under campaign finance laws.

40 (b) "Publish" means the act or instance of making
41 campaign material available to the public, or to a list of
42 subscribers, by mail, telephone, electronic communications
43 platforms, Internet, software applications, printed materials or
44 any other means of distribution.

45 (c) "Printed material" shall include, but not be
46 limited to, any notice, placard, bill, poster, dodger, pamphlet,
47 advertisement, sign or any other form of printed publication,
48 except notices, posters and the like, which simply announce a
49 speaking date and invite attendance thereon.



50 (2) No candidate, political committee or other person shall
51 publish, or knowingly cause to be published, any campaign
52 materials unless it contains the following information:

53 (a) The name of the candidate along with a statement
54 that the message is approved by the candidate; or

55 (b) If the message has not been approved by a specific
56 candidate, the name of the person, political committee or
57 organization paying for the publication of the message; or

58 (c) If the message has not been approved by the
59 candidate and no person, political committee or organization is
60 identified as having paid for the publication, the entity
61 producing the campaign materials must be identified.

62 (3) Publication of campaign materials through an electronic
63 platform shall be deemed to comply with the requirements of this
64 section if the home page of the candidate or political committee
65 provides the information required by subsection (2), and each
66 electronic publication provides a link to that home page.

67 (4) If any published campaign materials or published printed
68 materials were generated in whole or in part by synthetic media
69 using artificial intelligence algorithms, then such published
70 campaign materials or published printed materials shall have a
71 clear and prominent disclaimer stating that the material was
72 generated using artificial intelligence algorithms.

73 **SECTION 3.** Section 23-15-877, Mississippi Code of 1972, is
74 amended as follows:



75 23-15-877. If during any election campaign in Mississippi
76 any newspaper either domiciled in the state, or outside of the
77 state circulating inside the State of Mississippi, shall print any
78 editorial or news story reflecting upon the honesty or integrity
79 or moral character of any candidate in such campaign or on the
80 honesty and integrity or moral character of any candidate who was
81 elected or defeated in such campaign, such newspaper shall, on the
82 written or telegraphic request of such candidate or his agents,
83 print in such newspaper not later than the second issue of such
84 newspaper following the receipt of such request, a statement by
85 the candidate or his duly accredited representative giving the
86 candidate's reply. Such statement shall be printed in the exact
87 language which the candidate or his representative presents and
88 shall be printed as near as is practical on the same page, in the
89 same position, and in the same size type and headlines as the
90 original editorial or news story reflecting on the candidate had
91 been printed.

92 This section shall be construed to include those news stories
93 wherein the newspaper quotes from a candidate or individual
94 statements attacking the honesty or integrity or moral character
95 of a candidate or ex-candidate.

96 If any newspaper either domiciled in the state, or outside of
97 the state circulating inside the State of Mississippi, shall print
98 any editorial or news story that was generated in whole or in part
99 by synthetic media using artificial intelligence algorithms, then



100 such newspaper shall have a clear and prominent disclaimer stating
101 that the editorial or news story was generated using artificial
102 intelligence algorithms.

103 If such newspaper fails or refuses to publish such answer
104 when requested, the owner of such newspaper shall be liable to a
105 suit for damages by the candidate claiming to be injured by such
106 publication. In event of a verdict in favor of the plaintiff, the
107 measure of damages shall be the injury suffered or a penalty of
108 Five Hundred Dollars (\$500.00), whichever is the larger amount. In
109 all cases, the truth of the charge may be offered as defense to
110 the suit. But nothing herein contained shall be construed to
111 abolish any existing legal rights of action in such cases.

112 **SECTION 4.** This act shall take effect and be in force from
113 and after July 1, 2024.

