

# STATE OF NEW YORK

10402--A

## IN ASSEMBLY

May 21, 2024

Introduced by COMMITTEE ON RULES -- (at request of M. of A. Otis, Bores)  
-- read once and referred to the Committee on Election Law -- committee discharged, bill amended, ordered reprinted as amended and committed to said committee

AN ACT to amend the election law, in relation to materially deceptive media in political communications

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

1 Section 1. Paragraph (b) of subdivision 5 of section 14-106 of the  
2 election law, as added by section 1 of subpart B of part MM of chapter  
3 58 of the laws of 2024, is amended and a new subdivision 7 is added to  
4 read as follows:

5 (b) (i) A person, firm, association, corporation, campaign, committee,  
6 or organization that distributes or publishes any political communi-  
7 cation that was produced by or includes materially deceptive media and  
8 [~~knows or should know~~] has actual knowledge that it is materially decep-  
9 tive shall be required to disclose this use.

10 (ii) (1) For visual media the disclosure shall be printed or typed in  
11 a legible font size easily readable by the average viewer that is no  
12 smaller than other text appearing in the visual media and in the same  
13 language used on the communication to read as follows: "This (image,  
14 video, or audio) has been manipulated".

15 (2) For communication that is auditory, such as radio or automated  
16 telephone calls, clearly speaking the statement at the beginning of the  
17 audio, at the end of the audio, and, if the audio is greater than two  
18 minutes in length, interspersed within the audio at intervals of not  
19 greater than two minutes each and in the same language as the rest of  
20 the audio used in the communication, and in a pitch that can be easily  
21 heard by the average listener satisfies the requirements of clause one  
22 of this subparagraph.

23 (iii) This paragraph shall not apply to the following:

24 (1) materially deceptive media that constitutes satire or parody;

25 (2) materially deceptive media [~~created for the purposes of~~] distrib-  
26 uted by a bona fide news [~~reporting when the required disclosure is~~

EXPLANATION--Matter in italics (underscored) is new; matter in brackets  
[-] is old law to be omitted.

LBD15622-05-4

1 ~~included~~] reporting entity for the purpose of news reporting or cover-  
2 age, if the reporting clearly acknowledges through content or a disclo-  
3 sure, in a manner that can be easily read or heard by the average  
4 listener or viewer, that there are questions about the authenticity of  
5 the materially deceptive media; [✗]

6 (3) a radio or television broadcasting station, including a cable  
7 television, satellite television or streaming service operator, program-  
8 mer, producer or other similar entity, that broadcasts a political  
9 communication when the station or streaming service is paid to broadcast  
10 the political communication if the station or streaming service can show  
11 that it has disclaimer requirements that are consistent with the  
12 requirements provided in this paragraph and that it provided those  
13 disclaimer requirements to each person or entity that purchased the  
14 broadcast or streaming of the advertisement; or

15 (4) initial dissemination by a platform or service including, but not  
16 limited to, a website, regularly published newspaper, or magazine, where  
17 the content disseminated is materially deceptive media provided by  
18 another information content provider [~~when a good faith effort has been~~  
19 made to establish that the depiction is not materially deceptive media].

20 (iv) A candidate whose voice or likeness appears in materially decep-  
21 tive media in violation of this subdivision may seek reasonable court  
22 costs and attorneys' fees and injunctive relief prohibiting the distrib-  
23 ution, publication or broadcasting of any materially deceptive media in  
24 violation of this subdivision against such individual or entity who  
25 disseminated or published such media without the consent of the person  
26 depicted and who knew or should have known that it was materially decep-  
27 tive. An action under this paragraph shall be initiated by filing an  
28 application for an order to show cause in the supreme court where the  
29 materially deceptive media at issue could deceive and influence electors  
30 in an upcoming election. Such action shall be entitled to an automatic  
31 calendar preference and be subject to expedited pretrial and trial  
32 proceedings.

33 (v) In any action alleging a violation of this subdivision in which a  
34 plaintiff seeks preliminary relief with respect to an upcoming election,  
35 the court shall grant relief if it determines that:

36 (A) plaintiffs are more likely than not to succeed on the merits; and  
37 (B) it is possible to implement an appropriate remedy that would  
38 resolve the alleged violation in the upcoming election.

39 (vi) In any action commenced under this subdivision, the plaintiff  
40 bears the burden of establishing the use of materially deceptive media  
41 by clear and convincing evidence.

42 7. Nothing in this section shall be construed to require entities to  
43 cancel, edit, or insert video or audio labels into political communi-  
44 cations where such action is inconsistent with federal law.

45 § 2. This act shall take effect immediately.