STATE OF NEW YORK

4962

2023-2024 Regular Sessions

IN ASSEMBLY

February 27, 2023

Introduced by M. of A. LUNSFORD -- read once and referred to the Committee on Governmental Operations

AN ACT to amend the public officers law, in relation to requiring candidates for office to caption their video advertisements

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

Section 1. The public officers law is amended by adding a new section 73-c to read as follows:

§ 73-c. Video advertisement captions; candidates for office. 1. For purposes of this section, "candidate" shall have the same meaning as set forth pursuant to section 14-100 of the election law.

2. All candidates for elected local, state or federal office shall be required to ensure that any video advertisement or promotion that such candidate appears in which is viewed by the general public shall include captions in a clear and conspicuous manner. Such captions may be added by the candidate or may be auto generated.

§ 2. This act shall take effect immediately.

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

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