



## Open Government Impact Statement

82nd Oregon Legislative Assembly  
2024 Regular Session

## Measure: SB 1571 - B

Only impacts on Original or Engrossed  
Versions are Considered Official

---

Prepared by: Dexter A. Johnson  
Date: 3/5/2024

---

### SUMMARY

Digest: The Act would require a disclosure of the use of AI or other similar technology in campaign ads. The Act would create a way to enforce the requirement and to impose a fine for violations. (Flesch Readability Score: 60.7).

Requires a disclosure of the use of synthetic media in campaign communications. Provides for the enforcement of the requirement. Subjects a violation of the requirement to a civil penalty not to exceed \$10,000. Exempts certain entities and content from the requirement.

Declares an emergency, effective on passage.

## NOTICE OF NO OPEN GOVERNMENT IMPACT