

SENATE BILL NO. 346

BY SENATOR BARROW AND REPRESENTATIVES CHASSION, FREIBERG, TERRY  
LANDRY, MARTINEZ, SCHLEGEL AND TAYLOR

1 AN ACT

2 To enact R.S. 17:416.14.1, relative to elementary and secondary schools; to prohibit the use  
3 of deepfake material against students; to provide for a definition; to provide for  
4 rulemaking authority; and to provide for related matters.

5 Be it enacted by the Legislature of Louisiana:

6 Section 1. R.S.17:416.14.1 is hereby enacted to read as follows:

7 **§416.14.1. Deepfake material; prohibition**

8 **A. No student, faculty member, member of the administrative staff, or**  
9 **other employee at an elementary or secondary school shall use material**  
10 **considered to be a deepfake against a student enrolled in kindergarten through**  
11 **grade twelve, with the intent to coerce, harass, intimidate, or maliciously**  
12 **disseminate or sell the material.**

13 **B. For the purposes of this Section, "deepfake" means any audio or**  
14 **visual media in an electronic format, including any motion picture film or video**  
15 **recording, that is created, altered, or digitally manipulated in a manner that**  
16 **would falsely appear to a reasonable observer to be an authentic record of the**  
17 **actual speech or conduct of the individual or that replaces an individual's**  
18 **likeness with another individual as depicted in the recording. "Deepfake" does**  
19 **not include any material that constitutes a work of political, public interest, or**  
20 **newsworthy value, including commentary, criticism, satire, or parody, or that**  
21 **includes content, context, or a clear disclosure visible throughout the duration**  
22 **of the recording that would cause a reasonable person to understand that the**  
23 **audio or visual media is not a record of a real event.**

1                    C. The State Board of Elementary and Secondary Education, in  
2                    collaboration with the state Department of Education, shall develop and adopt  
3                    rules and regulations to implement the provisions of this Section.

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PRESIDENT OF THE SENATE

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SPEAKER OF THE HOUSE OF REPRESENTATIVES

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GOVERNOR OF THE STATE OF LOUISIANA

APPROVED: \_\_\_\_\_