

ACT No. 559

2026 Regular Session

HOUSE BILL NO. 639

BY REPRESENTATIVES BAYHAM AND MANDIE LANDRY

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AN ACT

To amend and reenact R.S. 18:1463.1(D) and (E) and R.S. 42:1132(D) and to enact R.S. 18:1463.1(F), (G), and (H), relative to required disclosures in telephone campaign communications; to provide for disclosures related to the use of artificial intelligence; to provide for the administration and enforcement of the regulation of telephone campaign communications by the Board of Ethics; and to provide for related matters.

Be it enacted by the Legislature of Louisiana:

Section 1. R.S. 18:1463.1(D) and (E) are hereby amended and reenacted and R.S. 18:1463.1(F), (G), and (H) are hereby enacted to read as follows:

§1463.1. Telephone campaign communications; disclosure

* * *

D. No person shall make or cause to be made any telephone call or automated call provided for in this Section which is created using artificial intelligence, using the voice of a public figure, including an elected official or limited public figure, without providing a clear and understandable disclosure at the beginning of the call that it was created using artificial intelligence.

E. For purposes of this Section, the following terms shall have the following meanings, unless the context clearly indicates otherwise:

(1) "Artificial intelligence" shall have the same meaning as provided in R.S. 14:73.14.

~~(1)~~ (2) "Automated call" includes any call using a prerecorded or artificial voice as part of a calling campaign to deliver information.

1 ~~(2)~~ (3) "Candidate", "person", "political committee" or "committee",
 2 "principal campaign committee", "subsidiary committee", and "public office" shall
 3 have the meanings provided in R.S. 18:1483.

4 ~~(3)~~ (4) "Elected public official" means an individual who holds public office
 5 in this state or any other state in the United States or holds any federal office.

6 (5) "Limited public figure" means a person who is not a household name but
 7 has found themselves in the forefront of a public controversy.

8 ~~(4)~~ (6) "Message testing" means studying for research purposes how
 9 individuals react to positive or negative information on a candidate, elected public
 10 official, or ballot proposition.

11 (7) "Public figure" means a person who is intimately involved in the
 12 resolution of important public questions, or by reason of his fame shapes events in
 13 areas of concern to society, a famous person, or person of prominence who performs
 14 services at discrete events, such as speeches, public appearances, or similar events,
 15 for compensation on a per-event basis.

16 F. The provisions of this Section shall not impose liability on any of the
 17 following entities as a result of content provided by another person:

18 (1) An interactive computer service as defined in 47 U.S.C. 230.

19 (2) An internet service provider, cloud provider, cybersecurity provider, or
 20 any provider of an information service as defined by 47 U.S.C. 153(24) or a
 21 telecommunications service as defined by 47 U.S.C. 153(53).

22 (3) A radio or television broadcaster, including a cable or satellite television
 23 operator, programmer, or producer.

24 E. G. Whoever violates any provision of this Section may be punished by a
 25 civil fine not to exceed two thousand five hundred dollars. Upon a second or
 26 subsequent violation, the penalty shall be a civil fine not to exceed five thousand
 27 dollars.

28 H. The Board of Ethics shall administer and enforce the provisions of this
 29 Section.

1 Section 2. R.S. 42:1132(D) is hereby amended and reenacted to read as follows:

2 §1132. Board of Ethics

3 * * *

4 D. Additional Jurisdiction. The Board of Ethics shall administer and enforce
5 the provisions of R.S. 18:1463.1, R.S. 27:63, 96, 226, 261, ~~316~~, and 373, and 442,
6 Part III of Chapter 1 of Title 24 of the Louisiana Revised Statutes of 1950, Part IV
7 of Chapter 1 of Title 49 of the Louisiana Revised Statutes of 1950, Chapter 46 of
8 Title 33 of the Louisiana Revised Statutes of 1950, and R.S. 47:9072.

SPEAKER OF THE HOUSE OF REPRESENTATIVES

PRESIDENT OF THE SENATE

GOVERNOR OF THE STATE OF LOUISIANA

APPROVED: _____