

STATE OF OKLAHOMA

1st Session of the 60th Legislature (2025)

SENATE BILL 746

By: Seifried

AS INTRODUCED

An Act relating to artificial intelligence; defining term; requiring certain disclosure; establishing requirements for certain disclosure; authorizing action for certain relief or award of damages; providing exceptions to applicability of provisions; providing for codification; and providing an effective date.

BE IT ENACTED BY THE PEOPLE OF THE STATE OF OKLAHOMA:

SECTION 1. NEW LAW A new section of law to be codified in the Oklahoma Statutes as Section 401 of Title 75A, unless there is created a duplication in numbering, reads as follows:

A. As used in this section, "generative artificial intelligence" means a machine-based system that can, for a given set of human-defined objectives, emulate the structure and characteristics of input data in order to generate derived synthetic content, including images, videos, audio, text, and other digital content.

B. A political advertisement, electioneering communication, or other media regarding a candidate or election that is created or

1 distributed by a candidate, candidate committee, political action
2 committee, or political party committee, as such terms are defined
3 in Section 187 of Title 21 of the Oklahoma Statutes, and that
4 contains an image, video, audio, text, or other digital content
5 created in whole or in part with the use of generative artificial
6 intelligence and appears to depict a real person performing an
7 action that did not occur in reality, must prominently include the
8 following disclosure: "Created in whole or in part with the use of
9 generative artificial intelligence."

10 Such disclosure shall meet the following requirements:

11 1. For visual media, the text of the disclosure shall appear in
12 a size that is easily readable by the average viewer. For video,
13 the disclosure shall appear for the duration of the content created
14 in whole or in part with the use of generative artificial
15 intelligence; and

16 2. For media that is audio only, the disclosure shall be read
17 in a clearly spoken manner and in a pitch that can be easily heard
18 by the average listener at the beginning of the audio and at the end
19 of the audio.

20 C. A candidate whose appearance, action, or speech is depicted,
21 in whole or in part, through the use of generative artificial
22 intelligence may seek injunctive or other equitable relief
23 prohibiting the publication of such depiction or may bring an action
24 for general or special damages against the person or entity in

1 violation of subsection B of this section. The court may award a
2 prevailing party court costs and reasonable attorney fees.

3 D. The requirements of this section shall not apply to:

4 1. A radio or television broadcasting station, including a
5 cable or satellite television operator, programmer, or producer,
6 that broadcasts media created in whole or in part with the use of
7 generative artificial intelligence as part of a bona fide newscast,
8 news interview, news documentary, or on-the-spot coverage of bona
9 fide news events, if the broadcast clearly acknowledges through
10 content or a disclosure, in a manner that can be easily heard or
11 read by the average listener or viewer, that there are questions
12 about the authenticity of such media;

13 2. A radio or television broadcasting station, including a
14 cable or satellite television operator, programmer, or producer,
15 when it is paid to broadcast media created in whole or in part with
16 the use of generative artificial intelligence and has made a good-
17 faith effort to establish that the depiction is not created in whole
18 or in part with the use of generative artificial intelligence;

19 3. An internet website, or a regularly published newspaper,
20 magazine, or other periodical of general circulation, including an
21 internet or electronic publication, that routinely carries news and
22 commentary of general interest, and that publishes media created in
23 whole or in part with the use of generative artificial intelligence
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if the publication clearly states that such media does not accurately represent the speech or conduct of the candidate; or

4. Media created in whole or in part with the use of generative artificial intelligence that constitutes satire or parody.

SECTION 2. This act shall become effective November 1, 2025.

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