



Legislative Fiscal Office
82nd Oregon Legislative Assembly
2024 Regular Session

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Bill Title: Relating to the use of artificial intelligence in campaign communications; declaring an emergency.

Government Unit(s) Affected: State Treasurer, Judicial Department, Secretary of State, Department of Justice, Counties

Summary of Fiscal Impact

Costs related to the measure for Secretary of State are indeterminate at this time - see explanatory analysis.

Measure Description

The measure defines “campaign communication” and “synthetic media” and, authorizes the Secretary of State (SOS) to institute proceedings to enjoin any violation of the specified related violations. The measure allows the Attorney General to institute proceedings to enjoin any violation of the specified provisions by SOS, a candidate for the office of SOS, or any political committee, person supporting SOS or candidate for the office of SOS. The measure authorizes circuit courts, without proof of injury or damage to any person, to enter injunctions, prohibitions, restraining orders, or take any other action deemed necessary. The measure authorizes courts, upon proof of violation, to impose a civil penalty of not more than \$10,000 and collected penalties shall be credited to the General Fund.

Fiscal Analysis

The fiscal impact of the measure is indeterminate.

Secretary of State

The fiscal impact on the Secretary of State is indeterminate. If the measure becomes law, the agency reports that there could be an increase in campaign investigations; however, the increase in workload is unknown. The Elections Division currently has a backlog of campaign investigations and has requested resources to help address this workload.

Other agencies

There is a minimal fiscal impact on the Oregon Judicial Department. There is no fiscal impact anticipated on the State Treasurer, Department of Justice, or counties.

Relevant Dates

The measure declares an emergency and takes effect on passage.