



Sen. Mary Edly-Allen

Filed: 3/5/2026

10400SB2996sam001

LRB104 20019 SPS 35160 a

1 AMENDMENT TO SENATE BILL 2996

2 AMENDMENT NO. _____. Amend Senate Bill 2996 by replacing
3 everything after the enacting clause with the following:

4 "Section 5. The Election Code is amended by adding Section
5 9-9.6 as follows:

6 (10 ILCS 5/9-9.6 new)

7 Sec. 9-9.6. Disclosure of political communications
8 generated by artificial intelligence.

9 (a) As used in this Section:

10 "Artificial intelligence" has the meaning set forth in
11 Section 2-101 of the Illinois Human Rights Act.

12 "Distribution platform" includes, but is not limited to, a
13 website or a regularly published newspaper, magazine, or other
14 periodical of general circulation, including an Internet
15 publication or electronic publication, that routinely carries
16 news and commentary of general interest.

1 "Qualified political advertisement" means any paid
2 advertisement, including, but not limited to, search engine
3 marketing, display advertisements, video advertisements,
4 native advertisements, issue advertisements, messaging service
5 advertisements, mobile application advertisements, and
6 sponsorships, relating to a candidate for federal, State, or
7 local office in this State, any election to federal, State, or
8 local office in this State, or a ballot question, that
9 contains any image, audio, or video that (i) is generated in
10 whole or substantially with the use of artificial intelligence
11 and (ii) may reasonably lead to voter interference, coercion,
12 or intimidation if the use of artificial intelligence is not
13 disclosed to voters.

14 (b) If a person, committee, or other entity creates,
15 originally publishes, or originally distributes a qualified
16 political advertisement within 120 days before an election or
17 up to 60 days after an election, the qualified political
18 advertisement shall include, in a clear and conspicuous
19 manner, a statement that the qualified political advertisement
20 was generated in whole or substantially by artificial
21 intelligence as follows:

22 (1) if the qualified political advertisement is a
23 graphic communication, the statement shall appear in
24 letters at least as large as the majority of the text in
25 the graphic communication and be in the same language as
26 the language used in the graphic communication;

1 (2) if the qualified political advertisement is an
2 audio communication, the statement shall be spoken in a
3 clearly audible and intelligible manner at the beginning
4 or end of the communication, shall last at least 3
5 seconds, and shall be in the same language as the language
6 used in the audio communication; and

7 (3) if the qualified political advertisement is a
8 video communication that also includes audio, the
9 statement shall:

10 (A) appear for at least 4 seconds in letters at
11 least as large as the majority of any text
12 communication or, if there is no other text
13 communication, in a size that is easily readable by
14 the average viewer;

15 (B) be spoken in a clearly audible and
16 intelligible manner at the beginning or end of the
17 communication and last at least 3 seconds; and

18 (C) be in the same language as the language used in
19 the video communication.

20 (c) A person who violates subsection (b) is subject to the
21 following:

22 (1) for a first violation, the Board may impose on the
23 person a civil penalty of not more than \$250; and

24 (2) for a second or subsequent violation, the Board
25 may impose on the person a civil penalty of not more than
26 \$1,000 for each violation.

1 Each qualified political advertisement that is distributed
2 or aired to the public that violates this Section is a separate
3 violation.

4 (d) This Section does not apply to any of the following:

5 (1) a radio or television broadcasting station,
6 including a cable or satellite television operator,
7 programmer, or producer, streaming service, or mobile
8 application of one of the entities described in this
9 paragraph that broadcasts a qualified political
10 advertisement or a communication generated in whole or
11 substantially by artificial intelligence as part of a bona
12 fide newscast, news interview, news documentary, or
13 on-the-spot coverage of bona fide news events, if the
14 broadcast clearly acknowledges through content or a
15 disclosure, in a manner that can be easily heard or read by
16 the average listener or viewer, that there are questions
17 about the authenticity of the communication;

18 (2) a radio or television broadcasting station,
19 including a cable or satellite television operator,
20 programmer, or producer, streaming service, or mobile
21 application of one of the entities described in this
22 paragraph when the entity is paid to broadcast qualified
23 political advertisements if the entity does not
24 intentionally remove or modify any disclaimer provided by
25 the creator or sponsor of the election communication;

26 (3) a distribution platform that publishes qualified

1 political advertisements prohibited under this Section, if
2 the distribution platform has a clearly stated written
3 policy, provided to any person, committee, or other entity
4 that creates, seeks to publish, or originally distributes
5 a qualified political advertisement, that the qualified
6 political advertisement shall include a statement
7 consistent with subsection (b);

8 (4) a qualified political advertisement that
9 constitutes satire or parody; and

10 (5) a business or its affiliate if the business or its
11 affiliate is regulated by the Federal Communications
12 Commission.

13 (e) A distribution platform is not liable under this
14 Section if the distribution platform can show that it provided
15 notice to the distributor of a qualified political
16 advertisement of the distribution platform's prohibitions
17 concerning the failure to disclose content created in whole or
18 substantially by artificial intelligence in a qualified
19 political advertisement or prerecorded telephone message.

20 (f) If a person, committee, or other entity violates
21 subsection (b) by creating, publishing, or disclosing a
22 qualified political advertisement that features another
23 candidate and that does not satisfy the requirements of this
24 Section, then the featured candidate may petition the circuit
25 court for injunctive relief to prohibit publication or
26 disclosure of the qualified political advertisement. A

1 featured candidate that prevails in circuit court under this
2 subsection (f) may recover reasonable attorney's fees and
3 costs."