

HOUSE No. 846

The Commonwealth of Massachusetts

PRESENTED BY:

Bradley H. Jones, Jr.

To the Honorable Senate and House of Representatives of the Commonwealth of Massachusetts in General Court assembled:

The undersigned legislators and/or citizens respectfully petition for the adoption of the accompanying bill:

An Act enhancing disclosure requirements for synthetic media in political advertising.

PETITION OF:

NAME:	DISTRICT/ADDRESS:	DATE ADDED:
<i>Bradley H. Jones, Jr.</i>	<i>20th Middlesex</i>	<i>1/17/2025</i>
<i>Kimberly N. Ferguson</i>	<i>1st Worcester</i>	<i>1/17/2025</i>
<i>Paul K. Frost</i>	<i>7th Worcester</i>	<i>1/31/2025</i>
<i>Todd M. Smola</i>	<i>1st Hampden</i>	<i>3/10/2025</i>
<i>Hannah Kane</i>	<i>11th Worcester</i>	<i>1/31/2025</i>

HOUSE No. 846

By Representative Jones of North Reading, a petition (accompanied by bill, House, No. 846) of Bradley H. Jones, Jr., and others relative to disclosure requirements for synthetic media in political advertising. Election Laws.

The Commonwealth of Massachusetts

**In the One Hundred and Ninety-Fourth General Court
(2025-2026)**

An Act enhancing disclosure requirements for synthetic media in political advertising.

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

1 SECTION 1. Chapter 50 of the General Laws, as appearing in the 2022 Official Edition,
2 is hereby amended in section 1 by adding the following definitions:-

3 "Artificial intelligence" means the capability of a computer system to perform tasks that
4 normally require human intelligence, such as visual perception, speech recognition, content
5 generation, and decision-making.

6 "Generative artificial intelligence" means artificial intelligence technology capable of
7 creating content such as text, audio, image, or video based on patterns learned from large
8 volumes of data rather than being explicitly programmed with rules.

9 "Synthetic media" means audio or video content substantially produced by generative
10 artificial intelligence.

11 SECTION 2. Chapter 56 of the General Laws, as appearing in the 2022 Official Edition,
12 is hereby amended by adding the following section:-

13 Section 70. Disclosure Requirements for Synthetic Media in Political Advertising

14 (a) Any audio or video communication that Is paid for by a candidate campaign
15 committee, political action committee, political issues committee, political party, or a person
16 using a contribution; Is intended to influence voting for or against a candidate or ballot
17 proposition in an election or primary; and Contains synthetic media, shall: (1) Include at the
18 beginning and end of the communication the words, "Contains content generated by AI"; and (2)
19 Include throughout the duration of each portion of the communication containing synthetic
20 media, in legible writing, the words: (i) "This video content generated by AI," if the
21 communication includes only video synthetic media; (ii) "This audio content generated by AI," if
22 the communication includes only audio synthetic media; or (iii) "This content generated by AI,"
23 if the communication includes both video and audio synthetic media.

24 (b) Violation of any provision of this section shall be punished by a fine of not more than
25 \$1,000. Compliance with this section does not exempt a person from civil or criminal liability for
26 violations of other applicable law.