

JOINT COMMITTEE ON ELECTION LAWS
2025-2026 (194th) BILL SUMMARY

Bill Number:	H.846
Title:	<i>An Act to enhancing disclosure requirements for synthetic media in political advertising</i>
Sponsor(s):	Rep. Brad Jones (<i>North Reading</i>)
Hearing Date:	July 8, 2025
Reporting Deadline:	September 6, 2025
Prior History:	N/A
Similar Matters:	N/A

CURRENT LAW:

M.G.L. c. 56 – Violations of election laws

SUMMARY: This bill adds definitions for "artificial intelligence," "generative artificial intelligence," and "synthetic media" to Chapter 50 of the General Laws. It then creates new disclosure requirements in Chapter 56 for political advertisements containing AI-generated audio or video. Any paid communication by a candidate, PAC, political party, or individual using campaign funds that is intended to influence an election and includes synthetic media must clearly disclose at the beginning and end that it "Contains content generated by AI." Additionally, on-screen text must appear throughout any AI-generated portion, specifying whether it is audio, video, or both. Violations are subject to a fine of up to \$1,000, and compliance does not exempt individuals from other legal liabilities.