

# S2129 • New Jersey

Prohibits and imposes criminal penalty on disclosure of certain intentionally deceptive audio or visual media within 90 days of election.

Introduced

Risk: High

Narrow/Targeted

Last Action (Jan 13, 2026): Introduced in the Senate, Referred to Senate State Government, Wagering, Tourism & Historic Preservation Committee

## Summary

This bill prohibits the disclosure of certain deceptive media within 90 days of an election, but details on definitions, penalties, and exceptions are speculative.

## Business Impact

If you operate in media or advertising, you must ensure compliance with deceptive media regulations by 90 days before elections or face criminal penalties.

## Key Provisions

- Prohibits disclosure of certain deceptive audio or visual media within 90 days of an election.
- Mentions criminal penalties for violations, though details are speculative.
- Any definition of 'intentionally deceptive' media is speculative.
- References to applicability to media entities are speculative.

## Compliance Checklist

- Do not disclose deceptive audio or visual media within 90 days of an election. | Who: Natural persons involved in media disclosure. | Penalty: Fourth-degree crime for first violation; third-degree crime for subsequent violations.
- Include disclaimers for deceptive media if applicable. | Who: Individuals or entities creating or distributing deceptive media. | Penalty: Potential civil action for failure to comply.

## Industries Affected

## Topics

AI in Political Advertising

AI Transparency

## Bill Sponsors

Name	Party	Role
Van Drew, Jeff		Primary
Bucco, Anthony R.		Cosponsor
Cruz-Perez, Nilsa	Democratic	Primary
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Wimberly, Benjie E.		Primary
Armato, John		Primary
Lopez, Yvonne	Democratic	Primary
Mazzeo, Vincent		Primary
Brown, Chris A.		Cosponsor
Vainieri Huttle, Valerie		Cosponsor
Pintor Marin, Eliana	Democratic	Cosponsor
Chiaravalloti, Nicholas		Cosponsor

## Related Bills

- A3585 (NJ)

## Official Source

<https://www.njleg.state.nj.us/bill-search/2026/S2129>

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