

H5094 • Massachusetts

Enhancing disclosure requirements for synthetic media in political advertising

In Committee

Risk: Medium

Comprehensive

Last Action (Feb 12, 2026): Read; and referred to the committee on Senate Ways and Means

Summary

Bill H5094 proposes disclosure requirements for synthetic media in political ads, including clear labeling of altered content. The bill's legislative status is currently pending.

Business Impact

If you use synthetic media in political ads, you must comply with new disclosure rules once enacted.

Key Provisions

- Disclosure requirements for synthetic media, including labeling altered content
- Enforcement mechanisms and penalties not specified in available text

Compliance Checklist

- Include clear disclosure in political ads using synthetic media | Who: Political candidates, parties, and organizations

Industries Affected

Advertising

Consumer Protection

Political Advertising

Political Campaigning

Media

Topics

Bill Sponsors

Name	Party	Role
House Committee on Ways and Means		Primary
Joint Committee on Consumer Protection and Professional Licensure		Cosponsor
Paul McMurtry	Democratic	Cosponsor
Nick Collins	Democratic	Cosponsor
Marcos A. Devers		Cosponsor
Michael D. Brady		Cosponsor
Christopher Hendricks		Cosponsor
David F. DeCoste	Republican	Cosponsor
William C. Galvin		Cosponsor
Brian M. Ashe	Democratic	Cosponsor
Brian W. Murray	Democratic	Cosponsor
Kimberly N. Ferguson		Cosponsor

Roll Call Votes

Date	Description	Yea	Nay	Result
2026-02-11	H. 5094 On passing to be engrossed	157	0	Passed

Related Bills

- H846 (MA)

Official Source

<https://malegislature.gov/Bills/194/H5094>

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