

# HF2609 • Iowa

A bill for an act relating to the use of synthetic media in campaign materials, and making penalties applicable. (Formerly HSB 643.)

In Committee

Risk: Medium

Narrow/Targeted

Last Action (Mar 17, 2026): Subcommittee: Rozenboom, Schultz, and Winckler. S.J. 587.

## Summary

HF2609 addresses the use of synthetic media in Iowa campaign materials, but specific definitions and penalties require confirmation from the bill text.

## Business Impact

If you use synthetic media in campaign materials in Iowa, you must comply with new regulations or face penalties.

## Key Provisions

- Definition of synthetic media needs verification
- Enforcement mechanisms need confirmation
- Penalties require verification

## Compliance Checklist

- Label all synthetic media used in campaign materials. | Who: Candidates and campaign organizations. | Penalty: To be determined based on non-compliance.
- Ensure transparency in advertising practices. | Who: Political parties and campaign organizations. | Penalty: To be determined based on non-compliance.

## Industries Affected

General

Advertising

Political  
Campaigning

Political Campaigns

Media

# Topics

AI Deepfakes

# Bill Sponsors

Name	Party	Role
Mcconkey		Primary
Meyer		Primary
B		Primary
Smith		Primary
R		Primary
Olson		Primary
Abdul-Samad		Primary
Bearinger		Primary
Bennett		Primary
Breckenridge		Primary
Brown-Powers		Primary
Cohoon		Primary

# Roll Call Votes

Date	Description	Yea	Nay	Result
2026-03-12	Shall the bill pass?	89	2	Passed

# Related Bills

- HSB643 (IA)

# Official Source

<https://www.legis.iowa.gov/legislation/BillBook?ga=91&ba;=HF2609>

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