

HB868 • Virginia

Political campaign advertisements; synthetic media, penalty.

Introduced

Risk: High

Comprehensive

Last Action (Feb 06, 2026): Continued to next session in Privileges and Elections (Voice Vote)

Summary

This bill prohibits political ads with synthetic media without a disclosure stating it may present conduct or speech that did not occur, imposes a penalty up to \$25,000, and classifies willful violations as a Class 1 misdemeanor.

Business Impact

If you sponsor political advertisements in Virginia, you must disclose synthetic media use or face penalties up to \$25,000.

Key Provisions

- Prohibits electioneering communications with synthetic media without a disclosure statement indicating it may present conduct or speech that did not occur.
- Imposes a civil penalty up to \$25,000 for violations.
- Classifies willful violations as a Class 1 misdemeanor.
- Allows registered voters to seek injunctions against non-compliant communications.
- Defines 'synthetic media' and 'electioneering communications' within the bill's text.

Compliance Checklist

- Include a conspicuous disclosure statement in political ads using synthetic media | Who: Political committees and advertisers | Penalty: Up to \$25,000 for violations
- Ensure all electioneering communications comply with the new requirements | Who: All sponsors of political advertisements | Penalty: Class 1 misdemeanor for willful violations

Industries Affected

Media

Political Advertising

General

Topics

AI Deepfakes

AI in Political Advertising

Bill Sponsors

Name	Party	Role
Jeffrey M. Bourne		Primary
Jennifer Carroll Foy	Democratic	Cosponsor
Dan I. Helmer	Democratic	Cosponsor
Mark L. Keam		Cosponsor
Paul E. Krizek	Democratic	Cosponsor
Robert D. Orrock, Sr.		Primary
Mark L. Earley, Jr.		Primary
W. Chad Green		Cosponsor
David Owen		Cosponsor
Wendell S. Walker	Republican	Cosponsor
Alfonso H. Lopez	Democratic	Primary
Rae Cousins	Democratic	Primary

Roll Call Votes

Date	Description	Yea	Nay	Result
2026-02-03	Subcommittee recommends reporting	6	2	Passed

Related Bills

- [HB982 \(VA\)](#)
- [SB775 \(VA\)](#)
- [HB2479 \(VA\)](#)
- [SB141 \(VA\)](#)

Official Source

<https://lis.virginia.gov/bill-details/20261/HB868>

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