

HB2479 • Virginia

Political campaign advertisements; synthetic media, penalty.

Vetoed

Risk: High

Comprehensive

Last Action (Apr 02, 2025): House sustained Governor's veto

Summary

This bill prohibits electioneering communications containing synthetic media without a specific disclosure statement and allows registered voters to seek injunctions for violations.

Business Impact

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

Key Provisions

- Prohibits electioneering communications with synthetic media without a disclosure statement.
- Imposes a civil penalty of up to \$25,000 for violations.
- Allows registered voters to seek injunctions against non-compliant communications.
- Defines synthetic media in detail, including altered and artificially generated content.
- Identical to SB 775, indicating a broader legislative intent.
- Establishes a framework for enforcement and penalties.

Compliance Checklist

- Include a disclosure statement in all political advertisements using synthetic media | Who: Political committees and advertisers | Penalty: Up to \$25,000 for non-compliance
- Ensure all electioneering communications are reviewed for synthetic media content | Who: Campaign managers and communication teams | Penalty: Potential Class 1 misdemeanor for willful violations

Industries Affected

Media

General

Political Advertising

Topics

AI Deepfakes

AI in Political Advertising

Bill Sponsors

Name	Party	Role
Mark Sickles	D	Sponsor
Kelly Convirs-Fowler	D	Sponsor
Marcia Price	D	Sponsor
Rozia Henson	D	Sponsor
Paul Krizek	D	Sponsor
Michelle Maldonado	D	Sponsor

Roll Call Votes

Date	Description	Yea	Nay	Result
2025-02-22	Conference report agreed to by House (76-Y 22-N)	76	22	Passed
2025-02-22	Conference report agreed to by Senate (23-Y 17-N)	23	17	Passed
2025-02-19	Senate insisted on substitute (38-Y 2-N)	38	2	Passed
2025-02-18	Senate substitute rejected by House (0-Y 96-N)	0	96	Failed
2025-02-14	Passed Senate with substitute (23-Y 13-N)	23	13	Passed
2025-02-13	Constitutional reading dispensed (on 2nd reading)	40	0	Passed
2025-02-11	Reported from Privileges and Elections with substi	8	7	Passed
2025-02-04	Read third time and passed House (80-Y 18-N)	80	18	Passed

Related Bills

- SB775 (VA)
- HB982 (VA)
- HB868 (VA)

- SB141 (VA)

Official Source

<https://lis.virginia.gov/bill-details/20251/HB2479>

Disclaimer: This document is generated by AI for informational purposes only. It does not constitute legal advice. Consult a qualified attorney for guidance specific to your situation. Information may not be fully up to date.