

SB775 • Virginia

Political campaign advertisements; synthetic media, penalty.

Vetoed

Risk: Medium

Narrow/Targeted

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

Summary

The bill prohibits political ads containing synthetic media without a disclosure statement and imposes penalties for violations.

Business Impact

If you sponsor political advertisements in Virginia, you must disclose the 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 up to \$25,000 for violations.
- Allows registered voters to seek injunctions against non-compliant advertisements.
- Defines 'synthetic media' in detail, covering altered and artificially generated content.
- Establishes penalties for willful violations as a Class 1 misdemeanor.

Compliance Checklist

- Include a disclosure statement for synthetic media in political ads | 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

General

Political Advertising

Topics

AI Deepfakes

AI in Political Advertising

Bill Sponsors

Name	Party	Role
Scott Surovell	D	Sponsor
Saddam Salim	D	Sponsor

Roll Call Votes

Date	Description	Yea	Nay	Result
2025-02-22	Conference report agreed to by House (71-Y 25-N)	71	25	Passed
2025-02-22	Conference report agreed to by Senate (22-Y 18-N)	22	18	Passed
2025-02-20	House substitute rejected by Senate (0-Y 39-N)	0	39	Failed
2025-02-20	Senate acceded to request (38-Y 0-N)	38	0	Passed
2025-02-19	Passed House with substitute (72-Y 25-N)	72	25	Passed
2025-02-14	Reported from Privileges and Elections with substi	15	7	Passed
2025-02-04	Constitutional reading dispensed (on 3rd reading)	40	0	Passed
2025-02-04	Passed Senate (23-Y 17-N)	23	17	Passed

Amendments

- Privileges and Elections Amendment — 0000-00-00 (Not Adopted)

Related Bills

- HB2479 (VA)
- HB982 (VA)
- HB868 (VA)
- SB141 (VA)

Official Source

<https://lis.virginia.gov/bill-details/20251/SB775>

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