

# A4741 • New Jersey

Restricts use of certain artificial intelligence generated communications in election campaigns.

Introduced

Risk: High

Narrow/Targeted

Effective: May 18, 2026 | Last Action (Mar 19, 2026): Introduced, Referred to Assembly Science, Innovation and Technology Committee

## Summary

The bill restricts AI-generated communications in election campaigns, requiring labeling and prohibiting deceptive content.

## Business Impact

If you create AI-generated campaign materials in New Jersey, you must label them and avoid deceptive content or face criminal penalties.

## Key Provisions

- Prohibits AI-generated communications from being published within 90 days of an election.
- Requires clear labeling of AI-generated content with a specific statement.
- Bans deceptive media that misrepresents opposing candidates using AI.
- Defines 'artificial intelligence' and 'deceptive audio or visual media'.
- Establishes penalties for violations as a fourth-degree crime.
- Empowers the Election Law Enforcement Commission to create implementation regulations.

## Compliance Checklist

- Label all AI-generated campaign communications clearly. | Who: Candidates and political committees. | Penalty: Fourth-degree crime penalties.
- Ensure no deceptive media is used in communications. | Who: Candidates and political committees. | Penalty: Fourth-degree crime penalties.

## Industries Affected

## Topics

AI in Political Advertising

AI Transparency

## Bill Sponsors

Name	Party	Role
Larry Wainstein	D	Sponsor
Gabriel Rodriguez	D	Sponsor

## Related Bills

- S3702 (NJ)

## Official Source

<https://www.njleg.state.nj.us/bill-search/2026/A4741>

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.