

# REAL Political Ads Act & Honest Ads Act

H.R.3044 / S.1596; S.486 / H.R.2599, 118th

### INTRODUCED

Rep. Clarke (D-NY); Sen. Klobuchar (D-MN)  
Speech & synthetic media · Both chambers

### HOW FAR IT WAS CARRIED



### BACKGROUND

Two bills addressing the same asymmetry: political advertising online is governed by far weaker disclosure rules than the same advertising on broadcast. The Honest Ads Act extends broadcast-era disclaimer and recordkeeping duties to online platforms. The REAL Political Ads Act adds a requirement specific to synthetic media, that political advertising containing AI-generated content say so.

### KEY PROVISIONS

- Honest Ads: extends political-advertising disclaimer requirements to online platforms.
- Honest Ads: requires platforms to maintain a public file of political ad purchases.
- Honest Ads: applies to platforms above a monthly user threshold.
- REAL Political Ads: requires disclosure where a political advertisement contains AI-generated content.
- REAL Political Ads: assigns enforcement to the Federal Election Commission.

### LEGISLATIVE RECORD

Introduced. The Honest Ads Act has been reintroduced in every Congress since 2017.

### OFFICES ENGAGED

Rep. Clarke; Sens. Klobuchar, Booker, Bennet, Graham, Warner  
Drafted and advised. 6 offices engaged.