

**Testimony in Support of
SB0978:
Election Synthetic Media**

February 21, 2024

Senator Katie Fry Hester
Legislative District 09
Howard and Montgomery Counties

Chair, Joint Committee on
Cybersecurity, Information Technology
and Biotechnology

AI- Opportunities & Threats



REUTERS®

Disrupted

Meet Ashley, the world's first AI-powered political campaign caller

Ashley is one of the first examples of how generative AI is ushering in a new era of political campaigning in which candidates use technology to engage with voters in ways increasingly difficult to track.

To some, it is an exciting new tool for conducting high-quality conversations on a large scale. Others worry this will worsen disinformation in the polarized landscape of American politics already battling "deepfakes," realistic but fabricated videos and images created using AI algorithms.

“Voting this Tuesday only enables the Republicans in their quest to elect Donald Trump again. Your vote makes a difference in November, not this Tuesday.”

- **Transcript of robocall mocking Joe Biden’s voice**

AI- Elections



HILLARY CLINTON ENDORSES DESANTIS



New Hampshire
Department of Justice
Office of the Attorney General



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For Immediate Release

FCC MAKES AI-GENERATED VOICES IN ROBOCALLS ILLEGAL

State AGs Will Now Have New Tools to Go After Voice Cloning Scams



JANUARY 22, 2024

New Hampshire Deepfake of Biden Shows Danger of AI in Elections

State Legislation on Deepfakes in Elections

Bill Status	States Enacted
Enacted	5 states (CA, TX, MI, MN, WA)
Passed in 2024	1 state (NM)
Various stages of process (Filed, First Reading, Referred to Committee, Passed One Chamber)	7 states (SD, IL, IN, MA, OK, UT, VA)
Introduced in 2023	7 states (IL, NH, NJ, NY, OH, SC, WI)
Introduced in 2024	26 states (incl. AZ, CO, FL, HI, ID, UT, WV, & more)

OpenAI Unveils A.I. That Instantly Generates Eye-Popping Videos

The start-up is sharing the new technology, called Sora, with a small group of early testers as it tries to understand the potential dangers.



SB 978

Requires:

1. Incorporation of identification and disclaimer requirements for any political advertisement or communication
2. Submission of the unaltered material to the state board of elections 1 business day before the altered material is disseminated to the public

Establishes:

1. Criminal and civil penalties for violations
2. A mechanism for individuals harmed by violations to seek damages

Emergency Measure:

- This is an emergency bill - ensuring it will go into effect in time for the upcoming 2024 election cycle.