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**Testimony in Support of House Bill 872: Election Law – Campaign Materials – Disclosure  
of Use of Synthetic Media  
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Chair Atterbeary and esteemed members of the Ways and Means Committee, it is my pleasure to come before you and offer testimony in favor of **House Bill 872: Election Law – Campaign Materials – Disclosure of Use of Synthetic Media**. This bill regulates the use of synthetic media in campaigns by requiring candidates to disclose the use of images, audio recordings, and video recordings of individuals that have been intentionally manipulated with artificial intelligence or other deceptive technology.

Synthetic media, including deepfakes, is becoming increasingly harder to discern from unaltered media. To address this, Minnesota and Texas have banned the publication of certain types of synthetic media prior to an election. Other states have enacted legislation for enhanced disclosure, including California, Michigan, and Washington while more states are considering such legislation. My bill mirrors these efforts regarding disclosure.

We are watching as the rapid evolution of artificial intelligence reshapes the way we communicate and interact with information in all aspects of our daily lives, from our schools, to celebrity news, to our political system. Every day we learn more about how artificial intelligence may impact us as its availability continues to expand. Therefore, it is vital that we take this first step of encouraging the responsible use of synthetic media in politics, as we continue to take steps to best safeguard our elections and access to reliable information.

I urge a favorable report on **House Bill 872: Election Law – Campaign Materials – Disclosure of Use of Synthetic Media**. Thank you.