



August 22, 2024

Subject: Public Comment in Support of Proposed Rulemaking in FCC-24-74

Chairwoman Jessica Rosenworcel
Commissioner Brendan Carr
Commissioner Anna M. Gomez
Commissioner Geoffrey Starks
Commissioner Nathan Simington

Federal Communications Commission
45 12th Street SW
Washington, D.C. 20554

Dear Commissioners,

We write to express our strong support for the Federal Communications Commission’s proposed rulemaking No. 24-211, particularly the provisions concerning the disclosure of AI-generated content in political communications. These measures are essential to ensuring transparency and protecting the integrity of our democratic processes.

As a nonprofit advocating at the intersection of election protection and technology reform, we are deeply concerned about the potential of deceptive AI to disrupt elections. A trustworthy information ecosystem is the bedrock of a functioning democracy: If voters are unsure whether they can trust the information in front of them, it undermines informed decision-making and the overall health of our democratic processes. The lack of transparency in AI-generated content can erode public confidence, potentially leading to voter apathy and distrust of all information, regardless of its veracity. Establishing strong regulations for disclosing AI in political ads is the first step towards ensuring a robust information ecosystem in the wake of new and emerging technologies.

Given Issue One’s work with election officials through our Faces of Democracy campaign¹, we would also like to emphasize that these rules would help protect election workers across the country who are bearing the brunt of the spread of false election information and have been subject to increased threats, harassment, and intimidation. They are also often the first line of defense against false election information. New Hampshire Secretary of State David Scanlan has described how his office had to jump into emergency-response mode after Democratic voters in his state began receiving AI-generated robocalls spoofing President Biden.² Election officials work hard to provide safe and secure elections, and are the most credible and reliable source for election information. It’s critical to implement guardrails for

1. <https://issueone.org/projects/facesofdemocracy/>

2. https://www.judiciary.senate.gov/imo/media/doc/2024-04-16_pm_-_testimony_-_scanlan.pdf, also described in-person at the 2024 Summit of the National Conference of State Legislatures on August 6th, 2024, in Louisville, Kentucky.

AI technologies in order to prevent confusing, misleading, and suppressing voters, and we support the FCC's efforts.

There are three aspects of the proposed rulemaking that Issue One particularly supports:

On-Air and Written Disclosure Requirements: We commend the FCC's initiative to require both on-air disclosures and written disclosures in broadcasters' political files when AI-generated content is used. It is vital that the public is informed about the nature of the content they are consuming. These disclosure requirements could help combat the spread of deceptive content and help inform the public about the accuracy of what they are viewing. As Chairwoman Rosenworcel emphasizes in her statement on this rulemaking, the FCC is fully empowered to require this information under the same authority that the agency has used since the 1930s to ensure broadcasters maintain a publicly available file for campaign ads.³

Application to Both Candidate and Issue Advertisements: We also strongly support the extension of these disclosure requirements to both candidate and issue advertisements. AI-generated content has the potential to impact a wide range of political messaging, not just those directly related to candidates.

Inclusive Application to Broadcasters and Other Entities: We believe it is crucial that these disclosure requirements apply not only to broadcasters, but to all relevant content carriers under the FCC's jurisdiction. This inclusive approach ensures that the rules are enforced uniformly across all major platforms at the local, state, and federal levels. Such comprehensive coverage is necessary to prevent the exploitation of regulatory gaps and to maintain a level playing field in the dissemination of political content.

Issue One fully supports the FCC's proposed rules concerning the disclosure of AI-generated content in political media. We believe that these measures have the potential to enhance transparency and protect voters from deceptive practices. We urge the commission to adopt these rules and to continue its efforts to safeguard the integrity of our elections in the face of rapidly evolving technological challenges.

Thank you for considering our comments. We look forward to the successful adoption of these important measures.

Sincerely,

Issue One

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3. <https://docs.fcc.gov/public/attachments/FCC-24-74A2.pdf>