



June 28, 2024

The Honorable Michael Rodrigues
Chair
Senate Committee on Ways and Means
Room 212, State House
24 Beacon Street
Boston, MA 02133

Dear Chair Rodrigues and members of the committee,

On behalf of Chamber of Progress, a tech industry association supporting public policies to build a more inclusive country in which all people benefit from technological leaps, **we urge you to oppose S. 2831 or narrow its scope.**

S. 2831 should hold advertisers responsible for disclosing AI generated content in political ads

Requiring disclosure of AI generated content in political ads recognizes the First Amendment rights of candidates and helps voters cast informed ballots. However, as drafted, S. 2831 includes obligations on online platforms, by misappropriately broadening the definition of “person” to include corporations. This obligation should instead reside with the advertiser. Advertisers and political campaigns have control over the content they produce, including digitally altered images, audio, and videos. *Narrowing the definition of “person” to **exclude** corporations would address this concern.*

S. 2831 applies the disclosure requirement only to online media

Singling out online media for disclosure requirements regarding AI generated political advertisements while leaving out offline media creates differential treatment. This puts consumers of offline media at an informational disadvantage. Additionally, this may stifle innovation by discouraging the use of AI technologies and digital advertising. Ensuring equitable measures across both online and offline media platforms is essential to foster a level playing field and promote innovation.

While we applaud the bill sponsor for introducing legislation on this important issue, it is essential to hold advertisers solely responsible for their AI generated political advertisements and ensure that there is equal treatment to both online and offline media.

For these reasons, **we respectfully urge you to oppose S. 2831 or narrow its scope**, and we welcome the opportunity to further discuss our concerns.

Sincerely,

A handwritten signature in black ink, appearing to read "B. January". The signature is fluid and cursive, with the first letter being a large, stylized "B".

Brianna January
Director, State & Local Government Relations
Northeast Region
Chamber of Progress