

*The League of Women Voters of Oregon, established in 1920, is a grassroots nonpartisan political organization that encourages informed and active participation in government. We envision informed Oregonians participating in a fully accessible, responsive, and transparent government to achieve the common good. LWVOR Legislative Action is based on advocacy positions formed through studies and member consensus. The League never supports or opposes any candidate or political party.*

February 13, 2024

To: Chair, Sen. Kate Lieber and Committee Members

[Senate Committee on Rules](#)

Re: [SB 1571-1](#) – Disclose Artificial Intelligence use in campaign ads – **SUPPORT**

We support SB 157 to require disclosing artificial intelligence (AI) use in campaign materials, with definitions, compliance requirements, enforcement provisions, and penalties. The -1 amendment replaces “artificial intelligence” with “synthetic media”, more accurately referring to *AI-generated media*, commonly known as “deep fakes”. Passage could apply in time for 2024 elections. LWVOR [cybersecurity positions](#) are abridged here.

**Election Security:** We call for limiting election disinformation and misleading ads, e.g., targeted disinformation campaigns, *manipulated media*, anonymous disinformation.

**Information security:** Information protection needs to be flexible to address emerging technologies, balancing needs of both stakeholder and vested interests.

**Responsibility:** Organizations conducting electronic business and social media bear responsibility for protecting information and must be liable for failure to protect individuals from harm. Artificial intelligence can selectively distort or amplify user generated content. The resulting disinformation, digital manipulation, false claims, and/or privacy violations may endanger society or harm others.

**Liability and enforcement:** We call for defining damage liability and enforcing failure to moderate content.

We support despite foreseeing challenges. Persuasion is a marketing tool and a cognitive weapon more often aimed now to emotionally gut punch than to present facts. Impressions and opinions are often firmly set in the flash of image recognition. The bill’s enforcement timing may prove impractical. For example, deciding to investigate within 3 days may be irrelevant since some damage will not be repairable.

It can be nearly impossible to tell: is a photo or video real, retouched, or fake? Was it purposely made to manipulate public opinion by showing something that never happened? Some may consider the penalty cap of \$10,000 simply a cost of business. Can source attribution be reliable, but possibly be a false flag attack from undisclosed sources, possibly not local.

We urge your Support for SB 1571.

Thank you for the opportunity to discuss this legislation.

*Rebecca L. Gladstone*

Rebecca Gladstone  
LWVOR Co-President, Co- Chair Advocacy



*These images of Presidents Trump and Biden knitting and picnicking were generated with artificial intelligence to show how deceptive and manipulative it can be. They were copied from Facebook, posted January 20, 2024.*