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**April 28, 2025**

## **TESTIMONY IN SUPPORT OF:**

### ***LD 1690, An Act Regarding Artificial Intelligence in Campaign Advertising***

Senator Hickman, Representative Supica, and honorable members of the Joint Standing Committee on Veterans and Legal Affairs, thank you for the opportunity to speak in support of LD 1690, *An Act Regarding Artificial Intelligence in Campaign Advertising*.

I would like to add two points to what the sponsor has presented.

My first point is to emphasize that this bill reflects the sponsor's deep understanding of both the problem it aims to address and policy solutions that other states have already implemented. Representative Kuhn and I serve together on two national groups devoted to advancing sound AI policy: the NCSL Executive Task Force on Artificial Intelligence, Cybersecurity, and Privacy and a Multi-State AI Policy Working Group of state legislators. She and I both recently presented at the Summit on State AI Legislation (SSAIL) hosted by the Digital Ethics Center of Yale University, which dealt with the challenge of creating policies that support innovation and rapid adoption of powerful, beneficial AI technologies, while erecting suitable guardrails against malicious and abusive uses. This bill does just that.

My second point relates to the Maine Artificial Intelligence Task Force, which was created by Executive Order of Governor Mills in December 2024, on which I also serve. Maine's Task Force is charged with investigating the implications of recent and anticipated advances in the field of AI for our state. It provides a forum for engagement with communities, industries, and organizations to understand AI's implications for Maine's economy and workforce, regulatory and legislative actions required to protect Mainers from the risks AI presents, and opportunities to harness these powerful new technologies to improve public-sector service delivery.

You may hear the suggestion that bills such as LD1690 should wait until the Task Force has issued its report later this year. In my view, such a delay is unnecessary and would be a mistake. The scope of the Governor's Task Force is broad, and our time is short, with a reporting deadline of October. Our foremost concern is with AI's impact on the state's workforce and economy, with specific attention paid to the healthcare, education, and public sectors, as well as potential

harms and risks. Having already passed the midpoint of our timeline, I can state with confidence that the Task Force is highly likely to identify the problem addressed by this bill: using AI to create deceptive campaign content. And we are highly likely to recommend action to address it.

But that is as deep as we will be able to go. We will not be able to do is to craft legislation that is as specific, sound, and evidence based as the proposal already before you. The problem of political deepfakes demands prompt attention. There is no benefit in delay.

I urge you to give this bill your full consideration and support.