



Joint Standing Committee on Veterans and Legal Affairs

LD 1690 "An Act Regarding the Use of Artificial Intelligence in Political Communications"

April 28, 2025

Chairs Hickman and Supica, and distinguished members of the Joint Standing Committee on Veterans and Legal Affairs. My name is Kate Gore, I am the State Director of Government affairs for Charter Communications. I appreciate the opportunity to submit comments on LD 1690, "An Act Regarding the Use of Artificial Intelligence in Political Communications."

Charter Communications provides broadband services to 306 communities in Maine serving more than 440,000 customers and we employ over 700 Maine residents. In 2024 Charter invested over \$100 million dollars and expanded our network to reach an additional 15,000 homes in Maine. Our fiber rich network delivers some of the fastest broadband speeds found anywhere in the country. In addition to our worldclass internet service, we also offer a full suite of communications products including video, voice, mobile, and a streaming platform.

First, I would like to thank the sponsor for bringing forward this important legislation. As artificial intelligence tools become more advanced and accessible, it is critical to ensure transparency for voters when synthetic media is used in political advertising.

I respectfully suggest an adjustment to Section C, paragraph two of the bill, regarding the responsibilities of broadcasters, cable operators, streaming services, and programmers. Specifically, I recommended clarifying that these entities should only be held responsible for broadcasting synthetic media if they intentionally remove a disclaimer that was included by the creator of the media. This ensures that distributors are not unfairly penalized for content they did not create or alter, while still maintaining accountability where intentional wrongdoing occurs.

The proposed language would read:

"A radio or television broadcasting station, including a cable or satellite television operator, streaming or other online programming service, programmer or producer, or their agents when it is paid to broadcast synthetic media unless it has intentionally removed a disclaimer included by the creator of the synthetic media."

This approach aligns with similar legislation that has already been enacted in several other states across the country. Many states have recognized the importance of placing responsibility on the creators of synthetic media while protecting platforms and distributors that are not involved in or aware of the wrongdoing.

I believe this clarification appropriately balances the need for transparency with fairness for platforms that serve as conduits for content.

Thank you for your consideration of these comments.