



TO: The Honorable Craig Hickman
The Honorable Laura Supica, Co-Chairs
Members of the Joint Standing Committee on Veterans and Legal Affairs

DATE: April 28, 2025

RE: LD 1690 An Act Regarding Artificial Intelligence in Campaign Advertising

Good morning Senator Hickman, Representative Supica, and members of the Joint Standing Committee on Veterans and Legal Affairs.

My name is Anna Kellar. I'm a resident of Portland. I am here today as Executive Director of the League of Women Voters of Maine testifying in support of LD 1690.

LD 1690 adds a new disclosure requirement to Maine's statute concerning the publication and distribution of political communications involving the use of synthetic media created or intentionally manipulated through the use of digital technology or other means to prepare a potentially deceptive or fraudulent political communication. The bill would require such a communication to be accompanied by a disclosure that the message contains audio, video, and/or images that have been manipulated or altered.

The League believes strongly in the First Amendment right of freedom of speech, but also believes that truthful communication in political campaigns is important to ensure the integrity of our elections. LD 1690 seeks to balance these important interests by imposing a basic disclosure requirement for political communications that include materially manipulated or altered audio, video and/or images, while empowering the Commission on Governmental Ethics and Election Practices to enforce the requirement. The bill does not, however, prohibit political speech or empower private individuals to seek to restrict political communication. The bill also contains appropriate exemptions from the disclosure requirement for broadcasters and for political satire and parody.

In adopting the bill, Maine will join at least 18 other states, including so-called "red" and "blue" states alike, as well as our neighboring state of New Hampshire, that have adopted laws concerning digitally manipulated or altered media.¹ While this is an emerging area of legislation, the League supports measures that seek to bolster election integrity in a rapidly changing digital communication landscape. We urge you to vote ought to pass on LD 1690.

Thank you for the opportunity to testify. I would be happy to answer any questions from the Committee.

¹ See <https://www.techpolicy.press/regulating-election-deepfakes-a-comparison-of-state-laws/>