



Joint Standing Committee on Judiciary

LD 517: An Act Regarding Synthetic Material in Campaign Advertising

January 22, 2026

Chairs Carney and Kuhn, and distinguished members of the Joint Standing Committee on Judiciary. 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 517: An Act Regarding Synthetic Material in Campaign Advertising

Charter Communications provides broadband services to 306 communities in Maine serving more than 440,000 customers and we employ over 500 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 once again 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 ask for a couple of changes that we do not believe would change the intent or substance of the bill.

First is the exception for "cases where federal law requires broadcasters to air advertisements," which sits in both C(1) and C(2) now only covers "broadcasters". Federal law has the same requirements for cable operators as it does for broadcasters. This concern could be resolved by creating a defined term encompassing broadcast and satellite radio stations, broadcast TV stations, and cable and satellite TV providers and use that defined term in place of "broadcasters" in both C(1) and C(2). Another solution would be to write out that list of types of entities in both spots.

We appreciate the sponsor addressing the concerns we had last year regarding the "actual knowledge" language. Our only feedback would be to change around the language of the sentence to read, : "For the purposes of this subsection, the receipt of an allegation made by a third party that paid media is synthetic media does not, by itself, constitute actual knowledge that such paid media is synthetic media;"

Thank you for your consideration of these comments.