

September 16, 2024

The Honorable Chuck Schumer
Majority Leader
United States Senate
S-221, The Capitol
Washington, DC 20510

The Honorable Mitch McConnell
Minority Leader
United States Senate
S-230, The Capitol
Washington, DC 20510

The Honorable Mike Johnson
Speaker
United States House of Representatives
H-232, The Capitol
Washington, DC 20515

The Honorable Hakeem Jeffries
Minority Leader
United States House of Representatives
H-204, The Capitol
Washington, DC 20515

50 State Broadcasters Associations, Including the District of Columbia and the Commonwealth of Puerto Rico, In Support of the NO FAKES Act

Dear Leaders Schumer and McConnell, Speaker Johnson and Leader Jeffries:

On behalf of the undersigned broadcasters associations representing local, over-the-air broadcast stations in all 50 states, including the District of Columbia and the Commonwealth of Puerto Rico, we write today in support of the Support the Nurture Originals, Foster Art, and Keep Entertainment Safe (“NO FAKES”) Act of 2024. Amid the ongoing, rapid expansion of generative artificial intelligence (“AI”), the NO FAKES Act would create important guardrails for the use of digital replicas without unduly restricting the potential benefits that generative AI can contribute to the broadcast and creative industries now and in the future.

This bipartisan legislation would protect the voice and visual likeness of all individuals, including the most trusted broadcast news anchors and local on-air personalities, from unauthorized computer-generated recreations made by generative AI. It would also provide important exclusions for use of digital replicas in certain bona fide news reporting and broadcasting, as well as commentary, criticism, scholarship satire, parody, and other First Amendment speech.

At a time when misinformation and disinformation run rampant online and on social media, America’s hometown broadcasters are committed to serving your constituents with trusted local news, information and entertainment programming that brings our communities together. But nonconsensual voice and image clones can sever that trust, ruin reputations and careers, and distort our public disclosure.

The NO FAKES Act would create a federal remedy, while also preserving certain state laws, for individuals to fight back against abusive and manipulative deepfakes that threaten to disrupt that trust. And while combatting misinformation, disinformation, misappropriation of content, and deepfakes is a multifaced problem, the NO FAKES Act is a step in the right direction.

Thank you for your continued support of local broadcasters and for your careful consideration of the NO FAKES Act.

Respectfully,









Texas Association of Broadcasters



