

ALASKA STATE SENATE

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Senator Mike Cronk

Sponsor Statement for SB 33

“An Act relating to defamation claims based on the use of synthetic media; relating to the use of synthetic media in electioneering communications; and providing for an effective date.”

The introduction of Artificial Intelligence and synthetic media into modern mass communication systems is a new topic that is ripe for debate. Synthetic media production software is becoming more advanced by the day and is reaching exciting, but dangerous capabilities. It is now possible for the voices and images of public figures to be manipulated to depict a real person with uncanny resemblance. Without a discerning eye, manipulated images and audios can often be mistaken as a genuine source.

SB 33 is written as simply as possible to address the use of synthetic media to create false identities and cause harm. Without statutory protections, individuals and organizations are susceptible to wrongful harm and reputation damage. SB 33 establishes those safeguards and ensures that your voice and image will only be yours and safe from harm.