

Verified Voting

May 13, 2025

Nevada State Senate
Legislative Operations and Elections Committee
Legislative Building
401 S. Carson St.
Carson City, NV 89701

via electronic mail

RE: Verified Voting Urges Passage of A.B. 73

Dear Chair Ohrenschall and Members of the Committee:

On behalf of Verified Voting, I write in support of A.B. 73, which will help protect voters by prohibiting deepfakes in political campaigning without conspicuous disclosure. Since our founding in 2004, Verified Voting's charge is to strengthen democracy for all voters by promoting the responsible use of technology in elections. A.B. 73 installs important guardrails on the use of generative AI in campaigning by requiring greater transparency that puts voters first and protects candidates from being misrepresented by deceptive deepfakes.

Specifically, the bill would:

1. Require conspicuous disclosure on all synthetic media used in political campaigning.
2. Outline standards to ensure the consistent and uniform application of disclosure across various media types.
3. Provide injunctive relief for candidates depicted in undisclosed synthetic media altered to misrepresent candidates for public office doing or saying something they did not.

A.B. 73 inoculates against misinformation by requiring the disclosure of deepfakes in political campaigning, thereby increasing information transparency for Nevada voters and candidates alike.

Verified Voting applauds Nevada for its commitment to increasing transparency and accountability in elections and urges swift passage of A.B. 73.

Respectfully submitted,

Saige Draeger
Senior Policy Associate