



February 14, 2024

Senate Committee on Rules

900 Court Street NE

Salem, OR 97301

Chair Lieber, Vice Chair Knopp, and Members of the Committee,

As the City of Portland's Elections Manager, I am writing to express the Elections Office's support for Senate Bill 1571, which will require a disclosure when campaign advertisements use artificial intelligence and assess a fine when disclosure requirements are not met.

The City of Portland has long worked to be a strong and reliable resource for Portland voters, providing accurate information to voters and enforcing the city's campaign finance regulations. We pride ourselves on our efforts to engage Portland voters in local elections and distribute resources to voters regarding elections.

Artificial intelligence presents our society with a number of opportunities as long as it is employed cautiously. For this reason, we support the strides taken by SB 1571 to require disclosures for campaign advertisements that use artificial intelligence and create strong mechanisms of accountability for those who do not meet these

1221 SW 4th Avenue, Room 130

Portland, OR 97204

portland.gov/elections

elections@portlandoregon.gov

503-823-4022

disclosure requirements. If enacted, this bill will address an emerging issue related to elections in a time when the spread of misinformation has increased dramatically.

Finally, we appreciate that the proposed amendments improve the definition of artificial intelligence and communication.

With these important steps taken to provide Oregon voters with a better understanding of the ads they are consuming, Oregon can better handle those who seek to spread misinformation regarding elections. For these reasons and more, we encourage you to vote yes on SB 1571.

Sincerely,

Deborah Scroggin

Deborah Scroggin
Elections Manager