# FCC Considers Requiring Disclaimers on Political Ads Using AI in Broadcast Media



The Federal Communications Commission (FCC) is considering the introduction of new regulations necessitating disclaimers on political ads that utilize artificial intelligence (AI) on broadcast TV and radio. The proposal, spearheaded by FCC Chairwoman Jessica Rosenworcel and announced on Wednesday, seeks to ensure transparency in political advertising as AI tools become increasingly accessible.

This initiative follows the FCC’s previous action banning AI voice-cloning tools in political robocalls. The proposed rules would require political advertisers to disclose AI-generated content both on-air and in public files maintained by broadcasters. These would apply to broadcast TV, radio, cable, and satellite providers, but not to internet-based media such as streaming services or social media platforms.

The effort aims to address concerns that AI-generated deepfakes could mislead voters in elections, filling a regulatory gap in US election law. US lawmakers, including Senators Amy Klobuchar and Lisa Murkowski, have also proposed related legislation, the AI Transparency in Elections Act, to impose similar disclosure requirements.

The FCC proposal will initiate a rulemaking process that could take several months. While the FCC has jurisdiction over traditional broadcast channels under the Bipartisan Campaign Reform Act of 2002, defining AI-generated content is among the challenges commissioners will need to address during this period.

The FCC's action complements steps taken by companies like Meta, which require political campaigns to disclose the use of AI in ads and ban their generative AI tools from being used in political advertising.