

League of Women Voters of Nevada

March 2025

To: Assembly Committee on Legislative Operations and Elections

Re: Support for Assembly Bill 73

Dear Members of the Assembly Committee on Legislative Operations and Elections,

On behalf of the League of Women Voters of Nevada, I write to express our strong support for Assembly Bill 73 (AB 73), which establishes requirements for certain communications related to elections, particularly those containing synthetic media. The League of Women Voters has long advocated for transparency in campaign practices and policies that ensure a well-informed electorate, consistent with our national positions on representative government and social policy.

Commitment to Transparent Elections

The League of Women Voters believes that democratic government depends upon the informed and active participation of its citizens and that governmental transparency is essential to maintain trust in our electoral system. The League's national position affirms our commitment to "promote an open governmental system that is representative, accountable and responsive." AB 73 upholds these principles by requiring clear disclosure when synthetic media, including manipulated images, video, or audio, is used in communications related to elections. This measure ensures that voters receive accurate and truthful information when making electoral decisions and strengthens public confidence in the electoral process.

Addressing Misinformation in Campaign Practices

As technology advances, the rise of synthetic media, including deepfakes and other AI-generated content, has introduced new challenges to the integrity of our elections. The League strongly supports policies that combat misinformation, particularly when it has the potential to mislead voters or manipulate public perception of candidates, parties, and election-related matters. AB 73 directly addresses this issue by ensuring that communications utilizing synthetic media clearly disclose such alterations. This provision helps voters assess the credibility of campaign materials and fosters an environment where accurate information is valued and protected. Furthermore, it ensures that all candidates have an equal opportunity to engage in fair elections, free from the harmful effects of deceptive digital content.

Strengthening Electoral Oversight and Equal Representation

AB 73 further strengthens electoral transparency by requiring that certain election-related communications be submitted to the Secretary of State and made publicly available. This measure enhances accountability, providing voters and regulatory bodies with an accessible record of campaign communications. In addition, the League's national social policy position states that we must "secure equal rights and equal opportunity for all." By preventing the deceptive use of synthetic media, AB 73 helps to ensure fair elections in which all candidates and voters are treated equitably and are not misled by manipulated content.

Conclusion

The League of Women Voters of Nevada urges the Assembly Committee on Legislative Operations and Elections to support AB 73 and advance it through the legislative process. By enacting this bill, Nevada will take an important step toward safeguarding election integrity, preventing voter deception, and promoting an informed electorate. We appreciate your commitment to upholding democratic principles and ensuring fair and transparent elections for all Nevadans.

Sincerely,

League of Women Voters of Nevada

Written by Dr. Alice Vo Edwards, March 2025