Artificial intelligence is a hot topic for state legislatures this year.
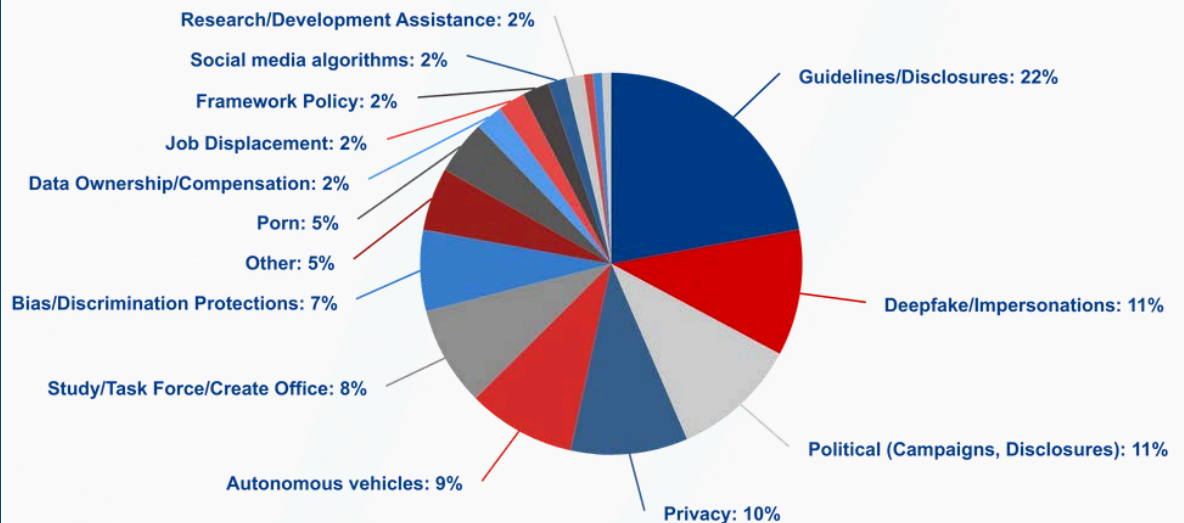
Terms like *synthetic media*, *digital replica*, *deepfakes* and *generative AI* are common in numerous legislative introductions. By mid-2024, it's evident that while states are eager to join the AI debate, they are cautious about comprehensive regulation. Early regulation of this broad and transformative technology could deter tech companies and their significant economic contributions.

Targeting the Threat: Deepfakes Drive AI Regulation

Although states hesitated to legislate AI broadly this past session, aspects of generative AI, like deepfakes, have emerged as prime targets. Taylor Swift's recent victimization by pornographic deepfakes has heightened public and legislative awareness of the need for stricter generative AI regulations. This type of legislation is relevant, headline-grabbing, and relatively safe for lawmakers seeking a proactive yet cautious approach to AI. These legislative proposals pose less risk of industry disruption and also address politicians' concerns about AI's impacts on elections approaching.

As of July 2024, Stateside's team of experts have identified over 825 bills addressing a wide range of AI-related issues.

Research/Development Assistance: 2%
Social media algorithms: 2%
Framework Policy: 2%
Job Displacement: 2%
Data Ownership/Compensation: 2%
Porn: 5%
Other: 5%
Bias/Discrimination Protections: 7%
Study/Task Force/Create Office: 8%
Autonomous vehicles: 9%
Privacy: 10%
Guidelines/Disclosures: 22%
Deepfake/Impersonations: 11%
Political (Campaigns, Disclosures): 11%

A Closer Look: New York's Ambitious Push to Lead in AI

Governor Kathy Hochul (D) has announced the launch of Empire AI, a consortium of New York schools dedicated to advancing AI innovation, funded with $400 million from public and private sources. This initiative aims to establish New York as a leader in AI by creating jobs, fostering research, and ensuring academia's role in AI development. Alongside Empire AI, the state has implemented policies to protect against deepfakes and fund digital chip manufacturing. Building on prior efforts like New York City's AI Action Plan and state-wide AI usage policies, the initiative reflects a growing focus on responsibly integrating AI across various sectors.

Stay Current on the AI Conversation

With a variety of options available, Stateside helps clients learn, engage and plan for impacts of AI.

- Monthly Reports: The Stateside monthly AI Report provides an executive-level synopsis of state activities. Our team actively tracks conversations and policy movements in each state, summarizing the information for easy use. Additionally, historical context and information about key players are provided.
- Groups Meetings: Want to join the conversation? Stateside can help you engage with state legislators, regulators, and the executive branch, and navigate the meetings. We can also help you leverage your memberships in those groups for panel opportunities.
- Bi-Weekly or Monthly Calls: Gain deeper insights and discuss evolving strategies through calls with our dedicated team. This platform for open dialogue and collaboration ensures you stay proactive in the AI landscape.

Stateside's AI Database

The Stateside AI Database indexes all state legislative and regulatory policy proposals and makes them available in one place.

- Create custom maps and charts with the information, coded based on the type of policy being discussed
- Create your own policy tags to better reflect your needs
- Keep tabs on what's happening in other countries
- Learn more about which companies and entities are engaging with state policy makers
- Track which Groups are talking about AI

For those tracking state policy, the variety of language around AI raises a question: do you have the right keywords? And are keywords enough for such a fast-evolving issue?

At Stateside, we've been tracking AI conversations and legislation at state and local levels for years. Our experience can help your team identify where these discussions are happening and leverage them early. While it's unclear how quickly states will advance AI policy, whether you need to follow legislation or conversations, Stateside's professionals can help your team stay informed and engaged with all developments in the policy and regulatory landscapes.

Stateside professionals make the difference.

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