



Kansas Press Association, Inc.

Dedicated to serving and advancing the interests of Kansas newspapers

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Feb. 1, 2024

To: House Elections Committee

From: Emily Bradbury, Executive Director, Kansas Press Association

Re: Neutral Testimony of HB2559

Chairman Proctor and Members of the Committee,

Thank you for the opportunity to provide neutral testimony in support of House Bill 2559 on behalf of the 190 publications that are members of the Kansas Press Association.

Across various state legislatures, there is a concerning trend of passing overly broad artificial intelligence (AI) legislation that fails to make clear who is liable for any deceptive AI-created content in advertising. Some legislation has failed to indicate that it is the advertiser, not the publisher, who is responsible. The publisher is merely fulfilling its contractual responsibilities when publishing content provided by the advertiser.

The Kansas Press Association is joining our colleagues at the Kansas Association of Broadcasters by addressing this issue by asking that any such legislation clearly provides that publishers are not subject to legal action for airing an advertisement containing deceptive AI-content, ensuring unambiguous guidance on liability.

If the bill was amended to include language to include the following language, the KPA would no longer have concerns regarding HB2559.

The responsibility for including the disclosures required hereunder in qualifying advertisements, as well as all liability for any failure to do so, shall rest solely with the advertiser and not with any broadcast station airing the advertisement or newspaper publishing it.

Thank you for your consideration.

Emily Bradbury
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