



# PUBLIC NOTICE

Federal Communications Commission  
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DA 24-770

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## COMMENT AND REPLY COMMENT DATES SET FOR ARTIFICIAL INTELLIGENCE IN POLITICAL ADVERTISING NPRM

**MB Docket No. 24-211**

**Comment Date: September 4, 2024**

**Reply Comment Date: September 19, 2024**

On July 25, 2024, the Commission released a Notice of Proposed Rulemaking seeking to provide greater transparency regarding the use of artificial intelligence-generated content in political advertising.<sup>1</sup> The *NPRM* set deadlines for filing comments and reply comments at 30 and 45 days, respectively, after publication of the *NPRM* in the Federal Register.<sup>2</sup>

By this *Public Notice*, the Media Bureau announces that the *NPRM* was published in the Federal Register on August 5, 2024.<sup>3</sup> Comments must be submitted no later than September 4, 2024. Reply comments must be submitted no later than September 19, 2024. Commenters should follow the filing instructions provided in paragraph 39 of the *NPRM*.<sup>4</sup> The *NPRM* is also available on the Commission's website.<sup>5</sup>

For additional information on this proceeding, contact Kathy Berthot, [Kathy.Berthot@fcc.gov](mailto:Kathy.Berthot@fcc.gov), of the Media Bureau, Policy Division, (202) 418-7454. Press inquiries should be directed to Nancy Murphy, [Nancy.Murphy@fcc.gov](mailto:Nancy.Murphy@fcc.gov), (202) 418-1043.

By the Chief, Media Bureau

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<sup>1</sup> *Disclosure and Transparency of Artificial Intelligence-Generated Content in Political Advertisements*, Notice of Proposed Rulemaking, MB Docket No. 24-211, FCC 24-74 (rel. July 25, 2024) (*NPRM*).

<sup>2</sup> *See id.* at 1.

<sup>3</sup> 89 Fed. Reg. 63381 (August 5, 2024).

<sup>4</sup> *NPRM* at 21, para. 39.

<sup>5</sup> <https://docs.fcc.gov/public/attachments/FCC-24-74A1.pdf>.