

Before the
Federal Communications Commission
Washington, D.C. 20554

In the Matter of)
)
Disclosure and Transparency of Artificial) MB Docket No. 24-211
Intelligence-Generated Content in Political)
Advertisements)

**ORDER GRANTING EXTENSION OF TIME TO FILE
COMMENTS AND REPLY COMMENTS**

Adopted: August 22, 2024

Released: August 22, 2024

Comment Date: September 19, 2024

Reply Comment Date: October 11, 2024

By the Chief, Media Bureau:

1. On July 25, 2024, the Commission released a Notice of Proposed Rulemaking (NPRM) initiating a proceeding to provide greater transparency regarding the use of artificial intelligence-generated content in political advertising.¹ 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.² That publication occurred on August 5, 2024,³ and on the same day, the Media Bureau released a Public Notice announcing a comment filing deadline of September 4, 2024, and a reply comment deadline of September 19, 2024.⁴

2. On August 8, 2024, the National Association of Broadcasters and the Motion Picture Association (collectively, Joint Filers) requested an extension of the comment and reply comment filing deadlines until October 4, 2024, and November 4, 2024, respectively.⁵ The Joint Filers state that they require additional time to provide meaningful comment on the NPRM because “it raises significant, novel factual and legal issues that will entail extensive fact-finding and research.”⁶ The Joint Filers further state that while they and their member companies have firsthand, probative information that they can provide to inform many of these issues, the information sources needed to fully respond to the NPRM “will be time consuming and challenging to access, particularly around the August and Labor Day holiday periods when the comments must be prepared and filed.”⁷

¹ *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).

² *See id.* at 1.

³ 89 Fed. Reg. 63381 (Aug. 5, 2024).

⁴ *Comment and Reply Comment Dates Set for Artificial Intelligence in Political Advertising NPRM*, Public Notice, MB Docket No. 24-211, DA 24-770 (rel. Aug. 5, 2024).

⁵ Motion for Extension of Time of the National Association of Broadcasters and the Motion Picture Association, MB Docket No. 24-211 (filed Aug. 8, 2024).

⁶ *Id.* at 2.

⁷ *Id.* at 5.

3. As set forth in section 1.46(a) of the Commission's rules,⁸ the Commission's policy is that extensions of time shall not be routinely granted. In this case, however, we find that the Joint Filers have provided sufficient justification to warrant a brief extension of the comment and reply comment deadlines. An extension will serve the public interest by enabling interested parties to present more complete and thoughtful comments to inform the Commission's deliberations in this proceeding.⁸ However, we find that an extension of the comment and reply comment deadlines by 15 days and 22 days, respectively, (rather than the 30 days and 45 days requested by the Joint Filers) is sufficient to allow for the preparation of meaningful comments and reply comments. Accordingly, we grant the Joint Filers' Motion in part and extend the comment deadline to September 19, 2024 and the reply comment deadline to October 11, 2024.

4. Accordingly, **IT IS ORDERED**, that the Motion for Extension of Time filed by the Joint Filers **IS GRANTED** to the extent indicated herein.

5. **IT IS ALSO ORDERED** that the date for filing comments on the Notice of Proposed Rulemaking **IS EXTENDED** to September 19, 2024, and the date for filing reply comments on the Notice of Proposed Rulemaking **IS EXTENDED** to October 11, 2024.

6. This action is taken pursuant to authority found in sections 4(i) and 303(r) of the Communications Act of 1934, as amended,⁹ and sections 0.204, 0.283 and 1.46 of the Commission's rules.¹⁰

7. For further information concerning this proceeding, contact Kathy Berthot, Policy Division, Media Bureau, (202) 418-7454, Kathy.Berthot@fcc.gov.

FEDERAL COMMUNICATIONS COMMISSION

Holly Saurer
Chief, Media Bureau

⁸ *Id.* at 6.

⁹ 47 U.S.C. §§ 154(i), 303(r).

¹⁰ 47 CFR §§ 0.204, 0.283 and 1.46.