STATEMENT OF COMMISSIONER GEOFFREY STARKS


LinkedIn co-founder Reid Hoffman calls it a “steam engine of the mind.” Jamie Dimon, Chairman and CEO of JPMorganChase, compares it to the printing press and the internet. Computer scientist Andrew Ng has reached even bigger, calling it “the new electricity.” We may not fully know what AI is yet, but we do know: it’s momentous and it’s here to stay.

Clearly something this momentous is not the purview of one agency alone. I have long said that AI requires a whole-of-government approach, and the whole of government has been hard at work. The Biden-Harris Administration’s landmark Executive Order charged agencies and offices across the government with exploring the role AI plays within their area of expertise. Agencies from the Department of Homeland Security to the Small Business Administration have dug in, issuing reports, launching rulemaking proceedings, updating policies, seeking input, and funding projects.

Here at the FCC, we issued the Notice of Inquiry (NOI) that commenced this docket in November 2023. In February 2024, we issued a Declaratory Ruling making clear that calls that use voice cloning technology are subject to the requirements of the Telephone Consumer Protection Act. In May 2024, we issued Notices of Apparent Liability against the orchestrator and one of the carriers of a voice cloning robocall scheme. And today, we propose that parties using AI-generated content in robocalls or robotexts both obtain consent for that use generally and disclose each use specifically. Critically, we propose protections to ensure that these new requirements do not limit the development of the positive uses of AI that help people with disabilities use our telephone network. And we seek further comment on the development of AI tools to detect and block spam calls and alert callers of potential fraud.

We are cognizant that we are not doing this work in a vacuum. In our November 2023 NOI, we sought comment on what other federal and state agencies were doing that may be relevant to our inquiry. Among others, the Federal Trade Commission filed comments in the docket. Our sister agency shared the results of its Voice Cloning Challenge – an open challenge to the public to develop products, policies, and procedures to protect consumers from AI-enabled voice cloning harms, like the ones we at the FCC have seen and acted upon. The four challenge winners demonstrate how academia and industry are working to develop tools to help protect consumers from voice cloning scams. Make no mistake – voice cloning gives fraudsters a potent weapon. But across government, from our consent and disclosure proposals today to the FTC’s funding of technology to mitigate the risk of voice cloning, we are working

shoulder-to-shoulder to protect and empower the American people.

I want to thank the FCC staff who worked on this item. Each of you is member of the government-wide team working to understand and address the role of AI in our society. This item has my full support.