

Senator Mark R. Warner
United States Senate
703 Hart Senate Office Building
Washington, DC 20510

Dear Senator Warner,

On behalf of TrueMedia.org, I would like to thank you for your letter dated May 14, 2024, regarding the *Tech Accord to Combat Deceptive Use of AI in 2024 Elections*. We deeply appreciate your efforts to engage with the AI community on this critical issue and welcome the opportunity to provide insights into our initiatives and commitments.

Our Mission and Approach

TrueMedia.org is a philanthropically funded nonpartisan, nonprofit organization, and our mission is simple: we provide free, powerful tools to journalists, fact-checkers, and the general public to keep social media platforms accountable for spreading AI generated disinformation by detecting AI manipulated media. As a nonprofit, we're here to serve and make a meaningful impact. Our platform utilizes a blend of cutting-edge AI models from commercial vendors, state-of-the-art academic research, and developed in-house to assess the authenticity of media. We've partnered with trusted news organizations, fact checking communities, nonprofits, local governments, and academic institutions to help them maintain truth in the media.

Addressing Your Questions

1. **Content Credentials and Provenance Signals:** TrueMedia.org does not produce media. Instead, we provide a platform where users can upload media to be assessed by our AI models for authenticity. We use a combination of commercial and state-of-the-art in-house, commercial, and academic AI models to determine whether the content is manipulated. This ensemble approach ensures a high level of accuracy and reliability.
2. **Public Engagement and Education Initiatives:** Our public engagement efforts focus on a wide range of demographics, including media outlets, journalists, fact-checkers, tech companies, and the general public. We run awareness campaigns, participate in public speaking opportunities about misinformation and deepfakes, and partner with elected officials, media, tech companies, and universities. Our nonpartisan agenda emphasizes the importance of recognizing and combating disinformation, regardless of who it targets.
3. **Resources for Media and Civil Society:** TrueMedia offers our tools free of charge to journalists, fact-checkers, and other relevant demographics. We integrate AI technology from partners in academia and industry and have released tools specifically designed to identify digital disinformation. These tools are readily accessible to anyone seeking to verify the authenticity of online content.
4. **Engagement with Candidates and Election Officials:** We actively collaborate with candidates and elected officials to prepare them for the upcoming election cycle. Our tools are available to help them verify the authenticity of media and educate their

constituents about the dangers of disinformation. This collaboration aims to enhance public awareness and equip officials with the necessary resources to combat false information.

5. **Detection Tools and Methods:** TrueMedia runs ten different AI models to assess the authenticity of uploaded media, incorporating both commercial vendors and state-of-the-art academic models. This robust approach ensures comprehensive coverage and accuracy in detecting manipulated content.

We commend your leadership in addressing the challenges posed by the misuse of generative AI technologies. TrueMedia.org remains committed to advancing election integrity through proactive measures and collaboration with industry, government, and civil society. We look forward to continuing this important dialogue and contributing to a safer and more trustworthy information ecosystem.

Thank you for your attention to these matters. Please feel free to contact us if you require any further information or clarification.

Sincerely,

Oren Etzioni
Founder | TrueMedia.org