



August 14, 2025

The Honorable Kathy C. Hochul
Governor of New York
New York State Capitol
Albany, NY 12224

Re: Support S.8420-A (Gianaris)

Dear Governor Hochul,

On behalf of Screen Actors Guild - American Federation of Television and Radio Artists ("SAG-AFTRA"), which represents over 36,000 actors, recording artists, broadcasters, and other media professionals in the State of New York, we write to request that you sign S.8420-A (Gianaris)/A.8887-B (Rosenthal) into law. This bill amends the general business law to require advertisers to disclose when a digitally created "synthetic performer" is used in advertisements.

Rapid advancements in technology have brought about humanlikenesses, digitally created and deployed, that are indistinguishable from real humans. While this technology opens the door to many creative opportunities, the use of purely synthetic performers in advertising also opens the door to fraud, abuse, and exploitation. This bill will protect consumers by ensuring a responsible disclosure process is in place for the use of synthetic humans in advertising. This will protect consumers from the duplicitous use of synthetic media by ensuring that a viewer can immediately discern whether the performer they are watching is real.

Based on the foregoing, SAG-AFTRA strongly supports S.8420-A/A.8887-B and we respectfully request that it be signed into law. We thank you for keeping New York at the forefront of this evolving technology.

Respectfully,

A handwritten signature in black ink, appearing to read "Rebecca Damon", written over a light gray rectangular background.

Rebecca Damon
Chief Labor Policy Officer
New York Local Executive Director
Email: rebeccadamon@sagaftra.org

A handwritten signature in black ink, appearing to read "Jeffrey Bennett", written over a light gray rectangular background.

Jeffrey Bennett
General Counsel
email: jpb@sagaftra.org