NASS 2024 Puerto Rico

SEEING IS NO LONGER BELIEVEING

NEW MEXICO'S STATEWIDE AI PUBLIC EDUCATION CAMPAIGN

New Mexico Secretary of State
Maggie Toulouse Oliver

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Launched in May and continuing throughout 2024, this is a new statewide advertising campaign as part of my Office's commitment to combating misinformation during the 2024 election cycle

Social Ad example

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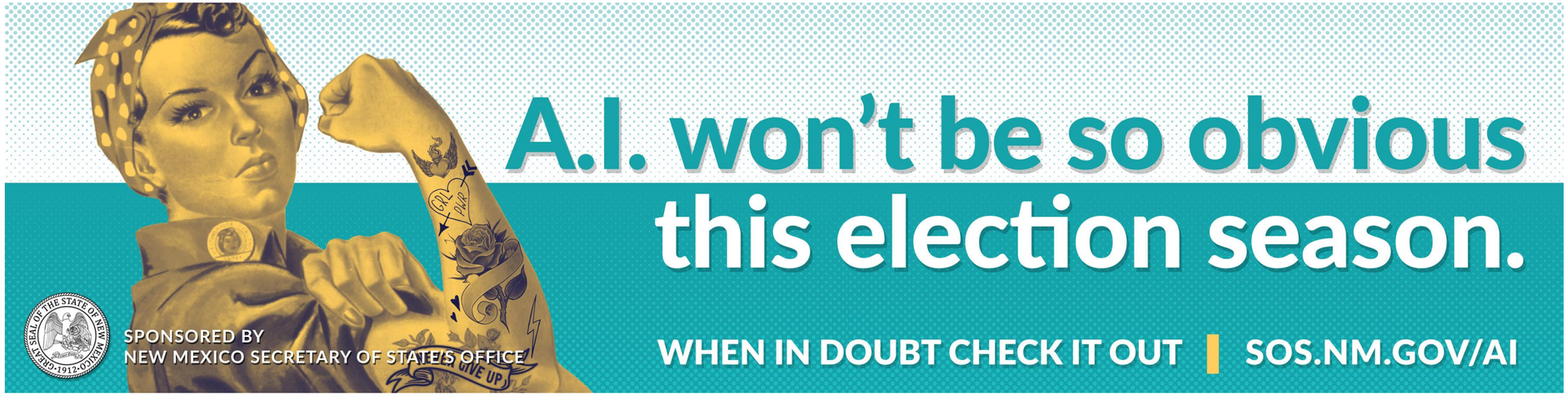

Billboard example

The “Seeing is no longer believing” campaign was developed in collaboration with a local ad agency after an RFP process and is currently broadcasting on **social media, television stations, radio (English & Spanish), outdoor billboards, and in print publications.**

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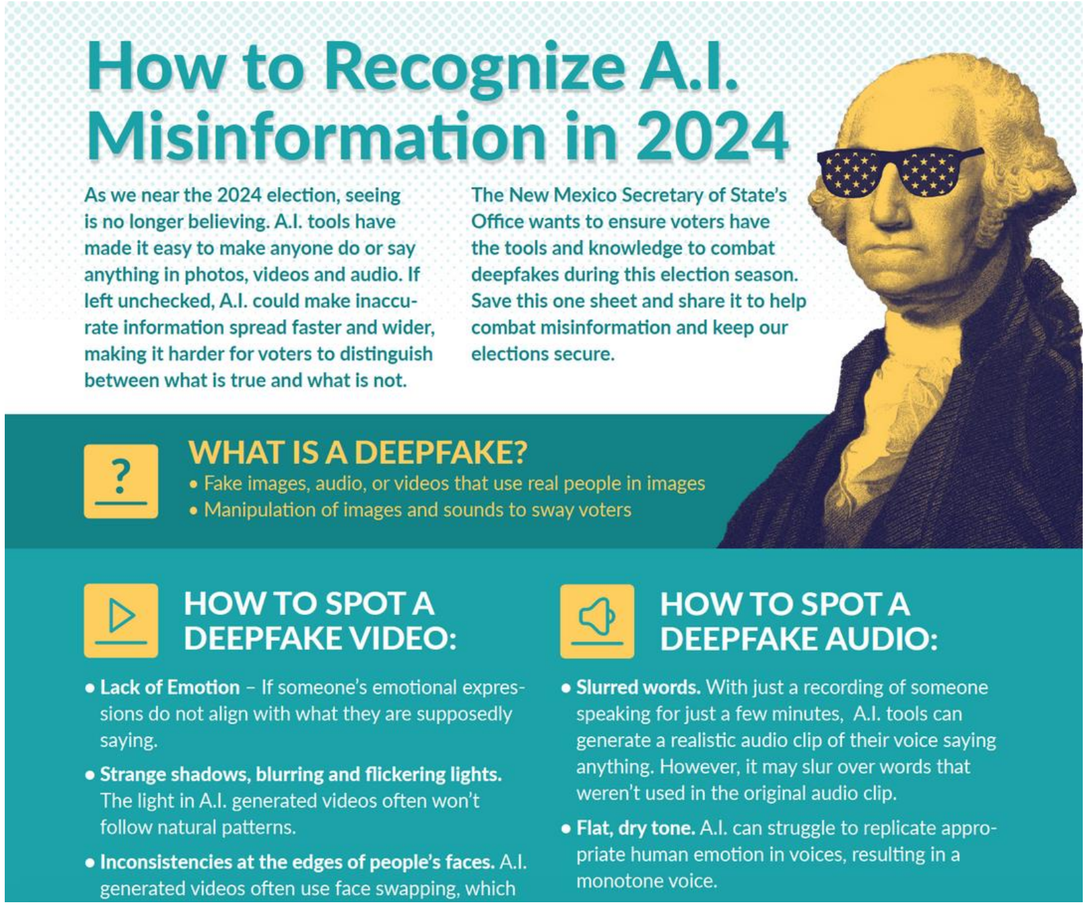
We have also developed resources for the public, such as an **AI Quiz for voters and downloadable one-pagers** with strategies for recognizing AI-manipulated media they may encounter during the 2024 elections.



How to Recognize A.I. Misinformation in 2024

As we near the 2024 election, seeing is no longer believing. A.I. tools have made it easy to make anyone do or say anything in photos, videos and audio. If left unchecked, A.I. could make inaccurate information spread faster and wider, making it harder for voters to distinguish between what is true and what is not.

The New Mexico Secretary of State's Office wants to ensure voters have the tools and knowledge to combat deepfakes during this election season. Save this one sheet and share it to help combat misinformation and keep our elections secure.

WHAT IS A DEEPFAKE?

- Fake images, audio, or videos that use real people in images
- Manipulation of images and sounds to sway voters

HOW TO SPOT A DEEPFAKE VIDEO:

- **Lack of Emotion** – If someone's emotional expressions do not align with what they are supposedly saying.
- **Strange shadows, blurring and flickering lights.** The light in A.I. generated videos often won't follow natural patterns.
- **Inconsistencies at the edges of people's faces.** A.I. generated videos often use face swapping, which

HOW TO SPOT A DEEPFAKE AUDIO:

- **Slurred words.** With just a recording of someone speaking for just a few minutes, A.I. tools can generate a realistic audio clip of their voice saying anything. However, it may slur over words that weren't used in the original audio clip.
- **Flat, dry tone.** A.I. can struggle to replicate appropriate human emotion in voices, resulting in a monotone voice.

One-pager example

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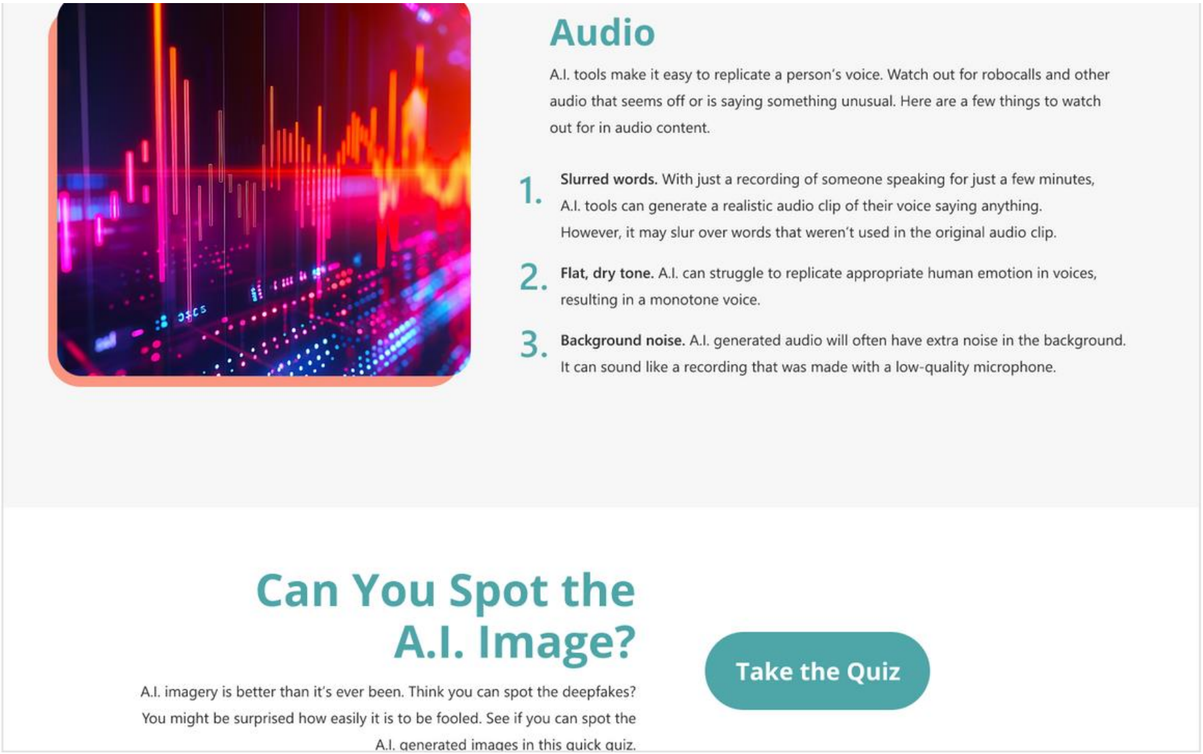
$315,000 total campaign budget

$50,000 to advertising agency for the campaign development with the remaining amount committed to the advertising budget



Website example

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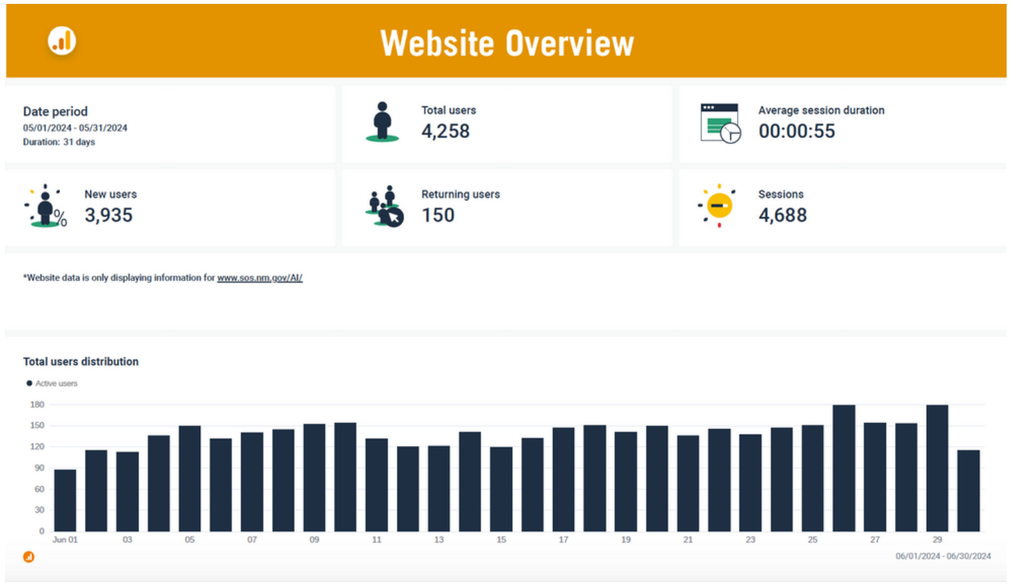
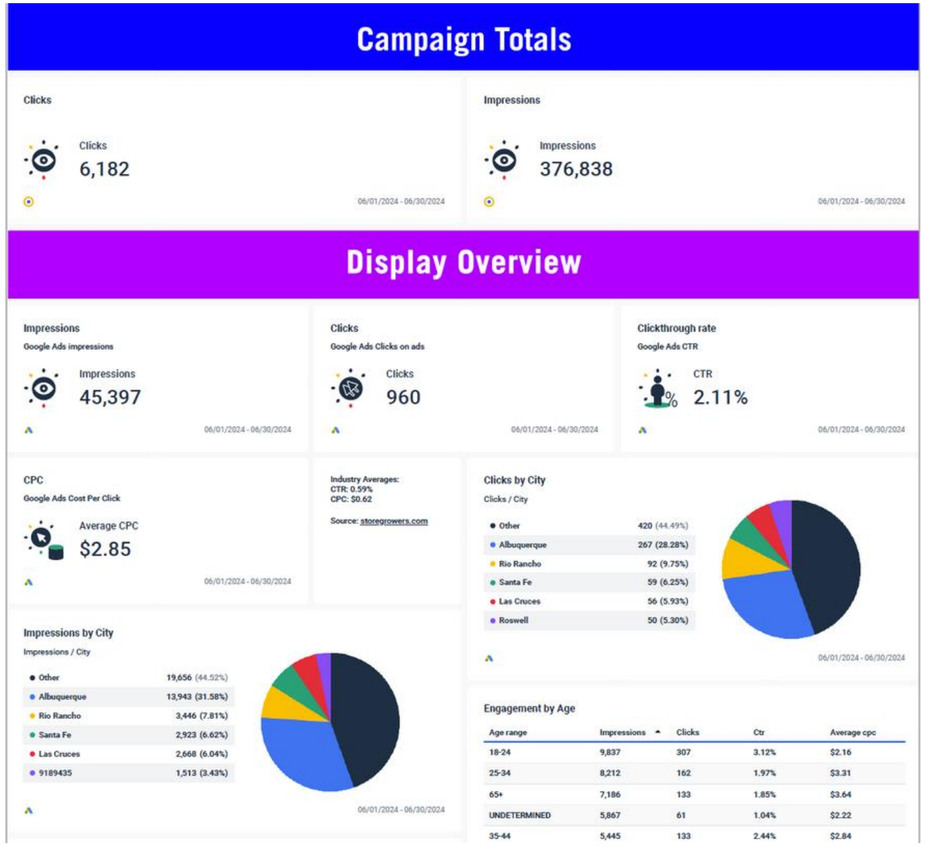
Overall, the campaign performed extremely well in June; the landing page accumulated over 4,200 active users since the campaign launch in May, and event reporting shows 1,116 A.I. Quizzes and 654 guide downloads.



Analytics example



CHECK IT OUT AT:

sos.nm.gov/AI