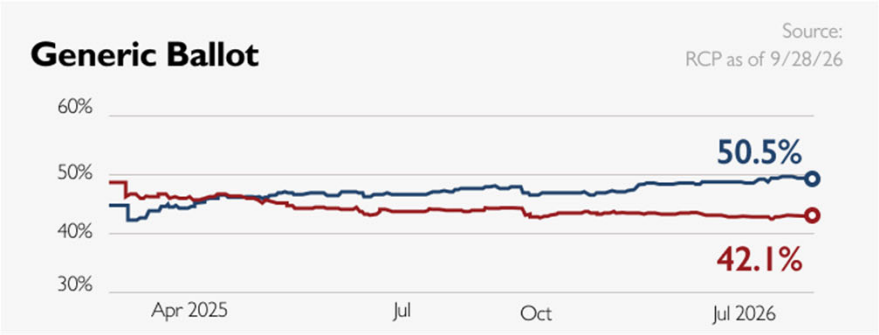
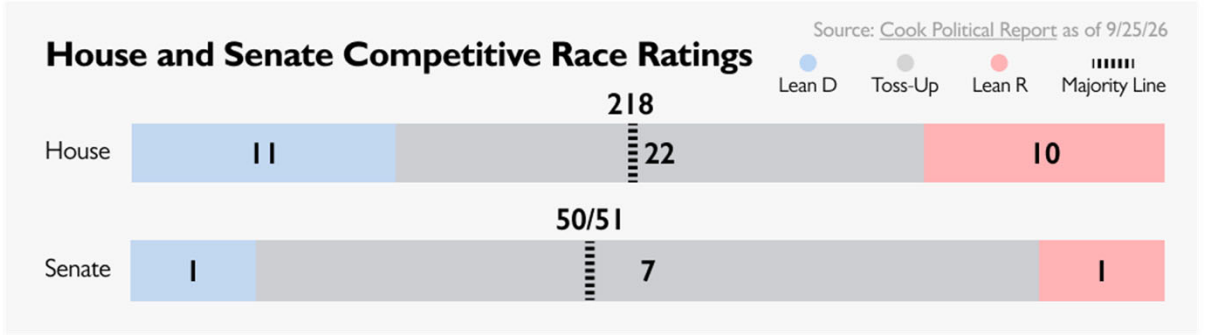
AI Double Header: Legislative Solutions & AI Licensing

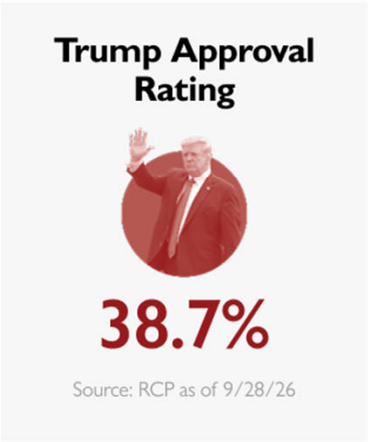
October 8, 2026

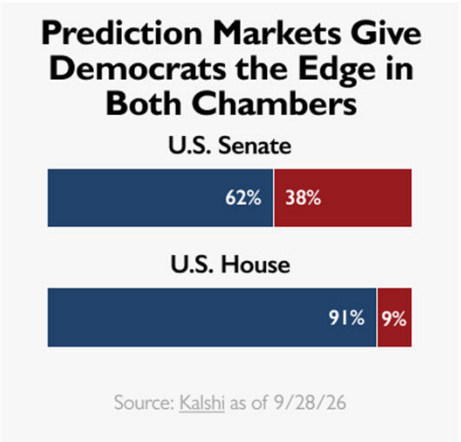
Pennsylvania NewsMedia Association • Harrisburg, PA

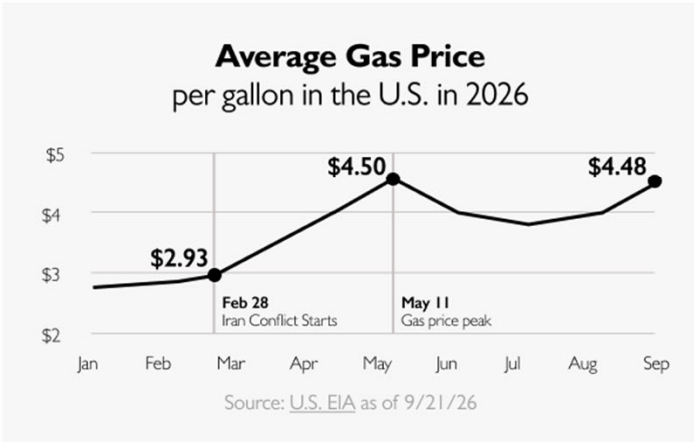
Elections Snapshot











Source: Invariant as of 9/30/26

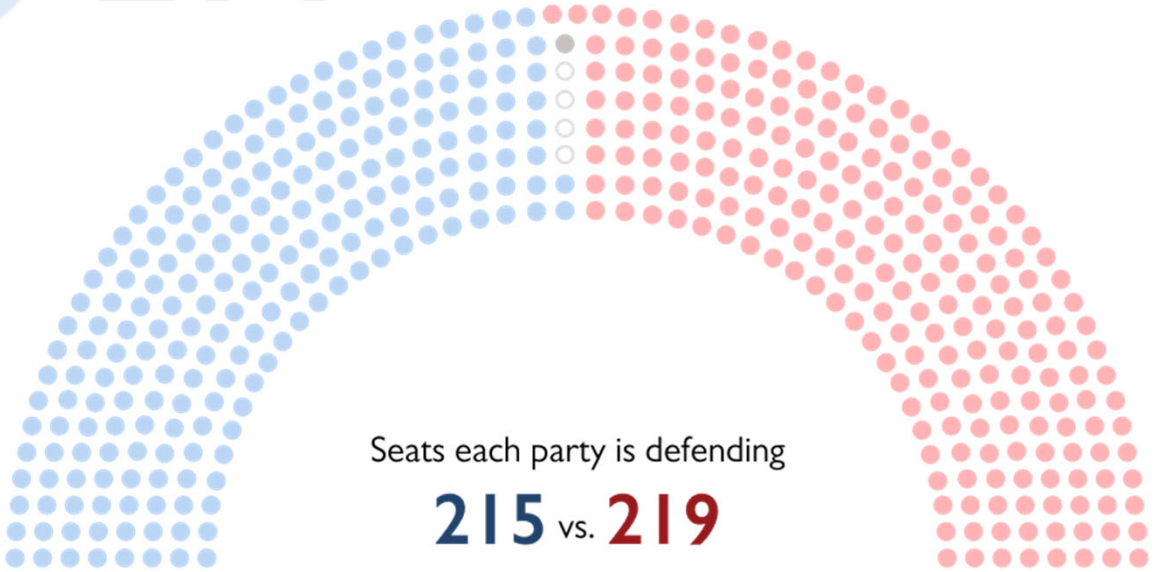
U.S. House

Dem.
214

2
Vacancies

Independent

GOP
218



Cash on Hand
DCCC
$75.9M

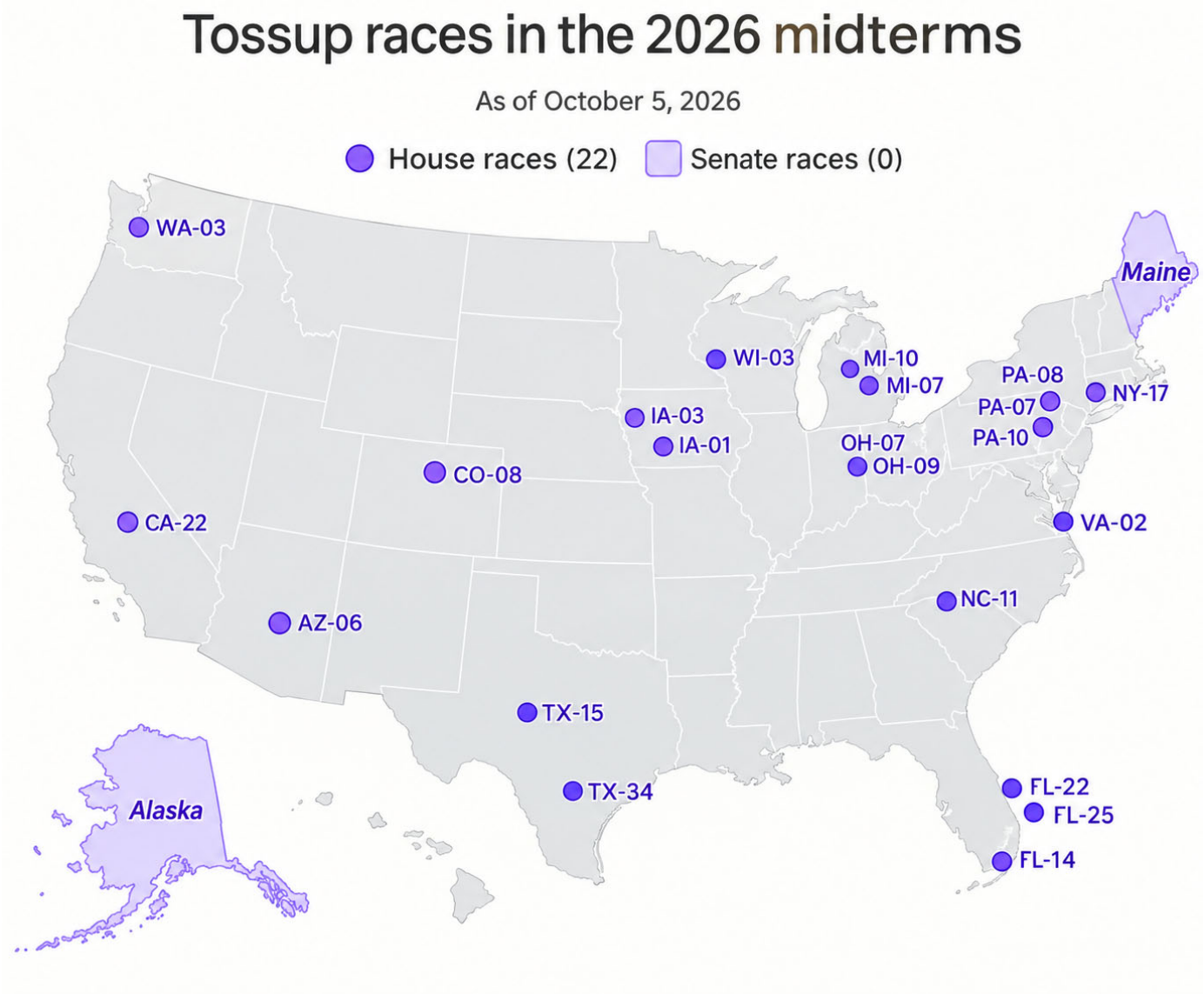
Super PAC
HMP
$135.2M

Seats each party is defending
215 vs. **219**

Cash on Hand
NRCC
$89M

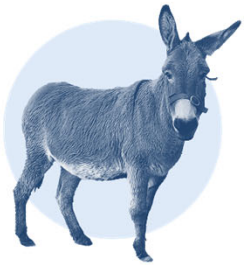
Super PAC
CLF
$141.8M

Source: Invariant as of 9/21/26



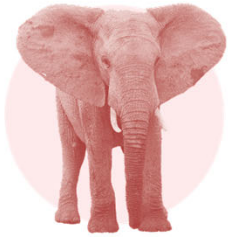
Source: Cook Report

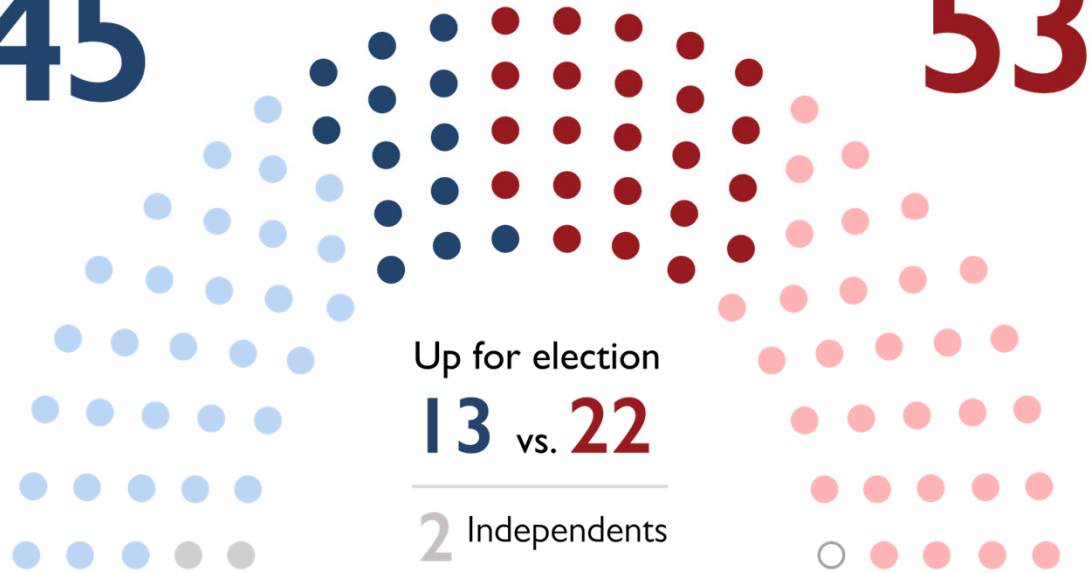
U.S. Senate



Dem.
45

GOP
53





Cash on Hand DSCC
$37.5M

Super PAC SMP
$126.5M

Up for election
13 vs. **22**

2 Independents

NRSC Cash on Hand
$18.6M

SLF Super PAC
$238.6M

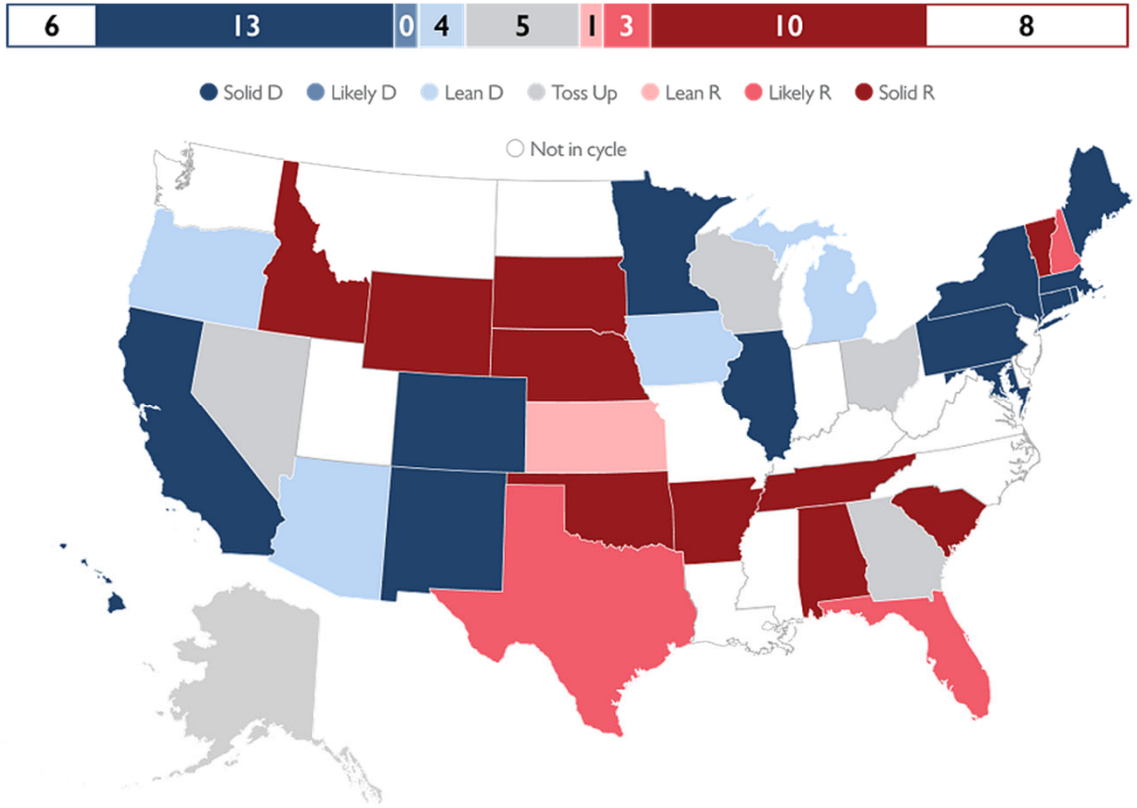
Source: Invariant as of 9/30/26

Key Governor Races

5 seats

Lean D

Toss-Up



5 seats

Lean R

Toss-Up

Source: Invariant as of 9/30/26

Federal AI Developments

- Trump Administration emphasized AI development and U.S. competitiveness
  - America's AI Action Plan
  - Super Intelligence Force
  - White House AI Czar

- Congress continues debating federal framework for AI
  - AI-generated political advertising
  - 26 State AG Letter

Current Marketplace

- Automated internet traffic on the internet surpassed human traffic this year.
- Malicious bots can disguise themselves, steal content, and act with impunity.
- Small and local publications face financial struggles through millions of bot hits.
- Market forces are not working - It’s time for the government to step in.

Bad Bots has a live bipartisan path—if we keep it narrow

H.R. 9915/Senate Wicker Bill

House introduction July 23 · bipartisan sponsors · House Energy & Commerce
Senate introduction TBD November. · bipartisan sponsors Senate Commerce

NOW

Lock the narrow bill

Identity disclosure, anti-evasion, economic harm and enforcement.

POST-ELECTION

Reset the sponsor map

Match messengers to chamber control and committee ratios.

2027

Create a committee moment

Hearing, markup or targeted vehicle—without broadening into AI regulation.

State proof point

New York's stealth-crawler bill passed both chambers—use it to demonstrate feasibility, not to dictate the federal text.

SENTIMENT SIGNAL

75%

oppose an AI data center being built in their area

This is evidence that concern about opaque AI systems is already mainstream—not a new advocacy portfolio.

Use data-center sentiment to establish the political mood—then pivot immediately to Bad Bots.

First Line of Defense: Stop the Bot

NMA LEGISLATIVE UPDATE –

BAD BOTS BILL INTRODUCED

Introduced by Sen. Roger Wicker (R-MS) and by Reps. Laurel Lee (R-FL), Gus Bilirakis (R-FL), and Valerie Foushee (D-NC), with several additional sponsors already signed on.

The Stealth Bot Prohibition Act would require bots to disclose:

- **Identity**
- **Ownership**
- **Purpose**

- **The framework would prohibit stealth crawling and disguised scraping.**
- **FTC and state Attorneys General would receive enforcement authority.**
- **Civil penalties would support accountability and deterrence.**
- **Licensing markets alone will not solve structural imbalances without transparency and enforceable protections.**

Alignment & Pressure:
Fall Campaign & Coalition Building

- **Call to Action:** Call your Member of Congress and ask them to co-sponsor the Stealth Bot Prohibition Act

OUR ASK:

Continue running the ad through the end of the year to keep up pressure on Congress

Support Journalism Fly-in

- 120+ Attendees, 47 States Represented
- Encouraged support of SBPA
- Met with offices:
  - Senator Dave McCormick
  - Rep. Mary Scanlon
  - Rep. Madeline Dean
- Continue in-district meetings

AI Licensing

- Uses of Content by AI include:
  - **Training, RAG, Librarying, and Outputs**
- Sustainability of high-quality journalism depends on publishers' ability to monetize these uses into reliable revenue streams. ***Now is the time to jump in!***
- 220+ deals announced for AI licensing across books, images, news, video, social media, market continues to expand.
- Different Licensing models include licensing agents, CMOs, and licensing marketplaces.
- **News/Media Alliance** offers its publisher-members *voluntary opt-in content licenses.*
- NMA supplies its publisher-members with a variety of tools to navigate the AI Licensing Landscape, including:
  - AI Licensing Education; AI Vendor Showcase; Regulatory Support; *And more!*

NEWS MEDIA ALLIANCE

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