

FOR IMMEDIATE RELEASE:

May 10, 2023

Tim Friedlander - President

National Association of Voice Actors - NAVA

tim@navavoices.org

(323) 892-7173

NAVA Launches #fAIrVoices Campaign calling for the ethical use of AI.

NAVA (National Association of Voice Actors) denounces the practice of synthetic voice and AI training and sourcing without the explicit active consent of the artists the materials are gathered from.

- [Los Angeles, CA]: NAVA, the National Association of Voice Actors today announced the start of their **#fAIrVoices** campaign. The campaign focuses on 3 aspects needed for the ethical use of AI; consent, compensation, and control.

“There are really 3 main areas of concern for voice actors regarding AI,” says Tim Friedlander, president of NAVA, “Consent: meaning actors should have the right to decide whether or not they want their voice used for any purpose including AI. Compensation; meaning actors should be paid fairly for the use of their voice print and the licensing of their voice or likeness. And control; meaning that once a synthetic voice is made, the actor should be ensured that it stays where it is supposed to and isn’t used beyond the scope of any agreement made between the actor, AI company, and end client.”

There has been concern in the voiceover industry as synthetic voice creation websites have become more prevalent, allowing anyone to create a very realistic sounding version of any actor’s voice from shorter and shorter sound files. “Our voices are our livelihood,” says Vice President of NAVA, Carin Gilfry, “and if we don’t have control over how those voices are used, we can’t make a living.” Part of the #fAIrVoices campaign includes a pledge from five of the most prominent online casting companies in voiceover, promising to never use voice actors’ audio files for the creation and/or training of AI without their consent. The companies include Voices.com, Voice123.com, Bodalgo.com, CastVoices.com, and VO Planet.com.

The **#fAIrVoices** campaign calls for:

- The ability for the performer/artist to actively consent to use.
- Explicit limits on use of the results and proceeds of an AI/Synthetic voice.
- Ability to opt out, or term limits for AI/Synthetic voice use and Machine Training.
- Appropriate payment for use.
- Clearly denoted exclusivity.
- Safe storage and tracking of the performer’s voice, likeness, performance, and all products created from them.
- Clear and explicit terms of service regarding the training, use, and/or distribution of AI and synthetic voices on any website voice actors use or are members of.

About NAVA:

NAVA is a non-profit association created to advocate for and promote the advancement of the voice acting industry through action, education, inclusion, and benefits. The NAVA advisory board includes professional voice actors from all areas of the voiceover industry.

###