

Sam Gregory

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Dr. Sam Gregory is a human rights advocate and technologist, and Executive Director of WITNESS, winner of the inaugural Peabody Global Impact award. He leads global efforts empowering millions to utilize video and technology for human rights, with a proactive focus on shaping and adapting to an AI-mediated information ecosystem and combating deceptive AI and its impact on trust. An expert on synthetic media and deepfakes, he launched the ["Prepare, Don't Panic"](#) initiative and has testified before the US Congress and Senate on AI and media transparency. He has helped develop rights-respecting AI content provenance standards, delivered a [TED Talk](#) on how to prepare better for deceptive AI, and launched the first [global rapid response mechanism](#) for suspected deepfakes.