



Aug. 14, 2024

Dear Mr. Pichai,

Google has a responsibility toward its users to avoid spreading misinformation and instituting unfair bias. AllSides' recent discovery that the Harris presidential campaign is running misleading Google text ads for news articles should result in a policy change.

AllSides discovered that some of the Harris campaign's Google ads display pro-Harris slogans while linking to articles from outlets such as AP, PBS, CNN, and Reuters. In most cases, the ad text is far more supportive of Harris than the actual articles that are being promoted.

We urge Google to take action to avoid misleading voters during this crucial election year. Voters should be able to trust Google as a tool that helps them to decide for themselves, not receive manipulated information. The Harris campaign's Google ads mislead users into believing major media outlets have endorsed her by misrepresenting their news content — something your ads policy does not disallow.

We urge you to consider how this tactic can be abused. Facebook has [restricted](#) the ability of third party advertisers to feature content from major news outlets to avoid misleading users. We strongly recommend Google to consider implementing a similar policy.

As a powerful technological entity with a duty to uphold fair representation of information for millions of Americans, we are calling on you to immediately and publicly prevent agenda-driven manipulation of news media content.

We look forward to your response.

Sincerely,

John Gable  
CEO and co-Founder  
AllSides

Henry A. Brechter  
Editor-in-chief  
AllSides

Julie Mastrine  
Director of Marketing and Bias Ratings  
AllSides