

# NDP Caucus News

For Immediate Release

April 22, 2026

## **O’Leary Says Ministers’ Use of AI Unnecessary, Calls for Real Support for Artists**

NDP MHA Sheilagh O’Leary (St. John’s East–Quidi Vidi) is shocked that the Minister of Tourism, Culture, and Arts used AI to generate a Facebook post during National Tourism Week, and urges government to invest in artists in the upcoming budget.

This week, the Minister of Tourism, Culture, and Arts admitted using AI to generate a poster for National Tourism Week meant to highlight the importance of our province’s tourism industry and economy. But the altered image noticeably changed the exterior of The Rooms, removing the Caribou monument dedicated to the Royal Newfoundland Regiment.

O’Leary says this falls short of what’s expected from a Minister responsible for arts and culture – especially at a time when local artists are struggling with rising costs and deserve real recognition and support, not to be replaced by AI-generated content.

“Right now, artists in our province, already struggling with the rising cost of living, are increasingly worried about AI taking work from them. We’re already seeing it in areas like voice acting, where jobs are being replaced by artificial voices. The last thing they should see is their own Minister relying on AI to put a message out,” said O’Leary. “As an artist myself, I understand that frustration. There needs to be a clear commitment to protecting creative work and recognizing that artists’ livelihoods are under real and immediate pressure.”

“I am sure there are graphic designers in the department that could have helped her craft a post. It was completely unnecessary,” said O’Leary. “For the Minister responsible for Art to not see an issue with using AI to generate a poster while artists in our province continue to push for more supports to help them keep their heads above water is just not good enough.”

“I hope this situation makes clear just how important this issue is for artists – the very people who create and share our culture and strengthen our tourism industry. They should be a priority for the Minister, not an afterthought, and they deserve meaningful support in the upcoming budget.”

-30-

For further information, contact Stephanie Curran, Media and Communications Officer, NDP Caucus at 330-0328 (o), or [stephaniecurran@assembly.nl.ca](mailto:stephaniecurran@assembly.nl.ca)