
Wisconsin Legislative Council

ACT MEMO



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March 25, 2024

2023 Wisconsin Act 123
[2023 Assembly Bill 664]

**Disclosure of Artificial
Intelligence Used in Political
Advertising**

2023 WISCONSIN ACT 123

This act requires disclosure if certain types of political advertisements incorporate audio or video content that is substantially produced in whole or in part by means of generative artificial intelligence (AI). Under the act, any audio and video communication using AI that contains express advocacy, issue advocacy, or supports or opposes a referendum must include a disclosure that identifies the use of AI in the communication.

The act requires the Wisconsin Ethics Commission to investigate violations of this requirement in the same manner as it currently does for similar violations of disclosure requirements over which it has regulatory authority; violations are subject to a forfeiture up to \$1,000 per violation. Under the act, the Ethics Commission may promulgate rules to create limited exceptions to the bill's disclosure requirements.

The act exempts a broadcaster or other host or carrier of a political communication from liability for violations of the disclosure requirement and establishes that its provisions do not affect the rights of a broadcaster or other host or carrier under a federal law intended to protect the rights of a content host to monitor or limit the content it hosts.

Effective date: March 23, 2024

For a full history of the bill, visit the Legislature's [bill history page](#).

PJH:jal