
Wisconsin Legislative Council

AMENDMENT MEMO



Memo published: February 15, 2024

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2023 Senate Bill 644

Senate Amendment 1

2023 SENATE BILL 644

Senate Bill 644 requires most political communications to disclose the use of audio or video content substantially produced by means of generative artificial intelligence (AI). Under the bill, a political communication that contains AI must include at both the beginning and the end of the communication, and during the portion of the communication that uses AI, the words “Contains content generated by AI” in an easily viewable format. The bill imposes a civil forfeiture for each violation.

SENATE AMENDMENT 1

Senate Amendment 1 exempts from liability for violations of the disclosure requirements any broadcaster or other host or carrier of a political communication. Additionally, the amendment states that the bill does not negate or alter 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.

BILL HISTORY

Senate Amendment 1 was offered by Senator Quinn on February 6, 2024. The Senate Committee on Shared Revenue, Elections, and Consumer Protection adopted Senate Amendment 1 and passed the bill, as amended, on votes of Ayes, 5; Noes, 0.

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

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