

Senate

Record of Committee Proceedings

Committee on Shared Revenue, Elections and Consumer Protection

Senate Bill 644

Relating to: disclosures regarding content generated by artificial intelligence in political advertisements, granting rule-making authority, and providing a penalty.

By Senators Quinn, Spreitzer, Cabral-Guevara, Feyen, Hesselbein and Larson; cosponsored by Representatives Neylon, C. Anderson, J. Anderson, Armstrong, Bare, Behnke, Conley, Considine, Dittrich, Emerson, Goeben, Gundrum, Joers, Kitchens, Krug, Mursau, O'Connor, Palmeri, Rettinger, Riemer, Schraa, Snodgrass, Snyder, Tittl and Wichgers.

November 07, 2023 Referred to Committee on Shared Revenue, Elections and Consumer Protection

February 08, 2024 **Public Hearing Held**

Present: (5) Senator Knodl; Senators Feyen, Quinn, Spreitzer and Smith.
Absent: (0) None.
Excused: (0) None.

Appearances For

- Brandon Scholz - Wisconsin Broadcasters Association
- Ms Anna Engelhart - Wisconsin Broadcasters
- Senator Mark Spreitzer
- Representative Clinton Anderson

Appearances Against

- None.

Appearances for Information Only

- None.

Registrations For

- Tom Moore - WI Cable Communications Association
- State Rep. Adam Neylon - Bill author

Registrations Against

- None.

Registrations for Information Only

- None.

February 15, 2024

Executive Session Held

Present: (5) Senator Knodl; Senators Feyen, Quinn,
Spreitzer and Smith.
Absent: (0) None.
Excused: (0) None.

Moved by Senator Spreitzer, seconded by Senator Quinn that
Senate Amendment 1 be recommended for adoption.

Ayes: (5) Senator Knodl; Senators Feyen, Quinn,
Spreitzer and Smith.

Noes: (0) None.

SENATE AMENDMENT 1 ADOPTION RECOMMENDED,
Ayes 5, Noes 0

Moved by Senator Quinn, seconded by Senator Feyen that **Senate
Bill 644** be recommended for passage as amended.

Ayes: (5) Senator Knodl; Senators Feyen, Quinn,
Spreitzer and Smith.

Noes: (0) None.

PASSAGE AS AMENDED RECOMMENDED, Ayes 5, Noes 0

William Neville
Committee Clerk