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# Romaine Robert Quinn

STATE SENATOR • 25<sup>TH</sup> SENATE DISTRICT

From: Senator Romaine Robert Quinn  
To: Senate Committee on Shared Revenue, Elections and Consumer Protection  
Re: Testimony on Senate Bill 644  
**Relating to:** disclosures regarding content generated by artificial intelligence in political advertisements, granting rule-making authority, and providing a penalty.  
Date: Thursday, February 8, 2024

Thank you Chair Knodl and committee members for holding this public hearing on AB 664. I also want to thank Representative Neylon on bringing this important legislation to my attention.

As we all are aware, AI has become a growing facet of our rapidly advancing society. That being said, the opportunities for abuse of this technology are becoming more frequent. I fully support this bill because it will help to limit the misuse of artificial intelligence. This bill requires that any audio or video communication that is paid for by a candidate committee, legislative campaign committee, political action committee, independent expenditure committee, political party, recall committee, or referendum committee with a contribution or disbursement make certain disclosures if the communication contains synthetic media.

Under the bill, every audio communication paid for with a contribution or disbursement that contains synthetic media must include at both the beginning and the end of the communication the words "Contains content generated by AI." The bill also addresses video communications as well. During each portion of the communication if the video includes video synthetic media only, audio synthetic media only or, if the video includes both video and audio synthetic media it shall display in writing that is readable, legible, and readily accessible, the words "This video content generated by AI".

The bill imposes a forfeiture of up to \$1,000 for each violation of the bill's requirements and authorizes the Ethics Commission to adopt rules creating limited exceptions to those requirements.

I co-authored this legislation because I believe it's a step in the right direction to maintain election integrity. Thank you for your time.

Senator Romaine Quinn

A handwritten signature in black ink, appearing to read "Romaine Quinn", is written over a horizontal line.



**To:** Senate Committee on Shared Revenue, Elections, and Consumer Protection  
**From:** Senator Mark Spreitzer  
**Re:** Testimony on Senate Bill 644  
**Date:** February 8, 2024

Chair Knodl and committee members:

Thank you for hearing Senate Bill 644, and for the opportunity to provide testimony in favor of this bill. This bill provides an important electoral safeguard against the misuse of new artificial intelligence technologies in Wisconsin elections, and I am proud to have worked with my bipartisan co-authors to draft SB 644.

SB 644 requires that any audio or video communication paid for by candidates or other political entities includes disclosures if the communication contains synthetic media that is substantially produced by generative artificial intelligence. Products that produce synthetic media are continuing to advance, and it is becoming more and more difficult to differentiate synthetic media from authentic audio recordings or video - even as the cost to create synthetic media falls. The disclaimers required under SB 644 will ensure voters are given the opportunity to understand when they are seeing or hearing artificially created content. A disclaimer stating that an ad "Contains content generated by AI" is not a heavy burden for advertisers, and it will go a long way towards separating truth from fiction.

The use of AI to create a political ad is not inherently good or bad. Generative AI could be used to create a clever animation to illustrate a candidate's views, or it could be used to create a realistic-looking video clip that makes it look like their opponent said something they never did. This bill will leave it up to voters to determine whether what they are seeing or hearing is "fair," but in the case of audio and video that looks and sounds like real life, it will give voters the information to know that what they are seeing or hearing may not be "real."

SB 644 also preserves existing safeguards against misleading voters by not creating exceptions to existing statutes barring false representations about a candidate or referendum. This means the bill's new disclaimers can't be used to shield egregiously misleading political advertisements from existing laws. Instead, SB 644 lays out a new and simple way for voters to understand when AI has been used and when it hasn't.

I appreciate the unanimous support that this proposal received in the Assembly Committee on Campaigns and Elections. I would also like to thank the Wisconsin Broadcasters Association for working with the authors to specify that the liability created in the bill is specifically attached to the political committee placing the ad, and not on the station or platform where the committee is placing the ad.

Thank you again for the opportunity to provide testimony on this bill. Please do not hesitate to reach out to my office with any questions.

Sincerely,

A handwritten signature in black ink that reads 'Mark Spreitzer' in a cursive script.

Mark Spreitzer  
State Senator  
15th Senate District

**15th SENATE DISTRICT**

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**CLINTON** ★ STATE  
REPRESENTATIVE  
**ANDERSON**

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To: Senate Committee on Shared Revenue, Elections and Consumer Protection  
From: Representative Clinton Anderson  
Re: Testimony on Senate Bill 644  
Date: February 8, 2024

Chair Knodl and members of the Senate Committee on Shared Revenue, Elections and Consumer Protection,

I am writing to provide testimony on the critical matter addressed by SB 644, which focuses on disclosures regarding content generated by artificial intelligence in political advertisements. As a Representative with a deep understanding of the intersection between technology and the democratic process, I fully endorse the intent of this bill and would like to underscore the importance of regulating AI in political campaigns and elections.

The advent of artificial intelligence, particularly generative AI, has introduced new challenges and risks to the integrity of our democratic processes. The ability of AI to create synthetic media, including audio and video content, has opened the door to potential misuse and manipulation in political communications. This bill takes a commendable step towards addressing these concerns by mandating disclosures for political advertisements containing synthetic media.

The specific provisions of the bill, such as requiring the inclusion of the phrase "Contains content generated by AI" in audio communications and providing similar disclosures in video communications, are crucial for ensuring transparency and informing the electorate about the nature of the content they are exposed to. By doing so, the bill seeks to mitigate the risk of deceptive practices that could undermine public trust and compromise the democratic decision-making process.

Furthermore, the imposition of a forfeiture of up to \$1,000 for each violation of the bill's requirements sends a strong message that the legislature takes these matters seriously and is committed to enforcing compliance. This financial penalty, coupled with the rule-making authority granted to the Ethics Commission, establishes a framework for accountability and oversight in the implementation of these regulations.

I also appreciate the foresight of the bill in allowing the commission to promulgate rules with limited exceptions, recognizing the dynamic nature of technology and the need for adaptive regulatory frameworks. Striking a balance between regulation and innovation is crucial, and this bill makes a positive stride in achieving that equilibrium.



# CLINTON STATE REPRESENTATIVE

# ANDERSON

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I urge the committee to support and pass SB 644 as a necessary step towards safeguarding our democratic processes from the potential harms associated with unregulated AI in political campaigns. By enacting this legislation, the state of Wisconsin can serve as a model for responsible and forward-thinking governance in the realm of emerging technologies.

Thank you for your attention to this matter, and I trust that your decision will prioritize the interests of the citizens and the integrity of our democratic system.

Sincerely,



Clinton Anderson  
State Representative  
45th Assembly District

*This testimony was generated using AI.*