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# Wisconsin Legislative Council

## AMENDMENT MEMO

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**Contact:** Peggy Hurley, Senior Staff Attorney

**2023 Assembly Bill 664**

**Assembly  
Amendment 2**

### **2023 ASSEMBLY BILL 664**

This bill 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.

### **ASSEMBLY AMENDMENT 2**

Assembly Amendment 2 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**

Assembly Amendment 2 was offered by the Assembly Committee on Campaigns and Elections on January 30, 2024. On January 30, 2024, the Assembly Committee on Campaigns and Elections voted to recommend adoption of the amendment by a vote of Ayes, 8; Noes, 0, and to recommend passage of the bill as amended by a vote of Ayes, 8; Noes, 0.

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

PJH:jal