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Sen. Mark Spreitzer and Rep. Clinton Anderson Statement on Passage of Bipartisan Legislation to Prevent Misuse of Artificial Intelligence in Elections

MADISON – Today, bipartisan legislation introduced by Representative Clinton Anderson (D-Beloit) and Senator Mark Spreitzer (D-Beloit) to provide important safeguards against the misuse of new artificial intelligence technologies in Wisconsin elections passed the Wisconsin State Senate. 2023 Assembly Bill 664 requires that any audio or video communication paid for by candidates or other political entities includes a clear disclosure if the communication contains synthetic media that is substantially produced by generative artificial intelligence.

This bipartisan legislation was led by Representative Anderson and Senator Spreitzer along with Senator Romaine Quinn (R-Cameron) and Representative Adam Neylon (R-Pewaukee). AB 664 was previously passed by the State Assembly on February 15, and will now be sent to Governor Tony Evers for his signature.

Representative Clinton Anderson (D-Beloit):

“I am so excited to see AB 664 pass the Senate. This bill will protect transparency when it comes to artificial intelligence and our elections. Requiring a disclaimer when audio and video substantially generated by AI will ensure that voters know what is real and what is not.”

Senator Mark Spreitzer (D-Beloit):

“AB 664 is a simple bill that requires disclaimers stating that an ad ‘contains content generated by AI.’ The disclaimers required under this bill will ensure voters are given the opportunity to understand when they are seeing or hearing artificially created content. As products that produce synthetic media continue to advance, it is becoming more and more difficult to differentiate synthetic media from authentic audio recordings or video – making it even more important to ensure that voters can easily separate truth from fiction. I was glad to partner with the bipartisan coalition of legislators and advocates who worked together on this bill, and look forward to it being signed into law.”

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