MADISON – Today, Governor Tony Evers signed 2023 Act 123, which requires disclosures on political advertisements using content generated by artificial intelligence, which was introduced by Senator Mark Spreitzer (D-Beloit) and Representative Clinton Anderson (D-Beloit). Act 123 regulates synthetic media within political advertisements in a manner that remains impartial to content while helping voters discern whether political communications are artificially generated or not.

Representative Anderson and Senator Spreitzer issued the following statements after the signing of Act 123.

**Representative Clinton Anderson:**

"Today's bill signing is a significant step towards preserving the integrity of our electoral process. By enacting this legislation, we establish transparency in political messaging by

mandating disclosures on AI-generated content within advertisements. This law empowers voters to discern authenticity, fostering informed decisions at the polls while upholding impartiality towards content."

**Senator Mark Spreitzer:**

"With the signing of Act 123, Wisconsin is leading the country in safeguarding elections from AI interference. 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 it will give voters the information to know that what they are seeing or hearing may not be "real." I am proud to have worked with our bipartisan coalition to get this bill drafted and through the legislative process this year."