

## Assembly

### Record of Committee Proceedings

#### **Committee on Campaigns and Elections**

##### **Assembly Bill 664**

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

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

November 09, 2023 Referred to Committee on Campaigns and Elections

January 09, 2024 **Public Hearing Held**

Present: (9) Representative Krug; Representatives Maxey, Murphy, Rozar, Tittl, Tusler, Snodgrass, Subeck and C. Anderson.

Absent: (0) None.

Excused: (0) None.

##### Appearances For

- Rep. Clinton Anderson - 47th State Assembly District
- Mr. Edgar Lin - United to Protect Democracy
- Rep. Adam Neylon - 98th State Assembly District

##### Appearances Against

- None.

##### Appearances for Information Only

- Brandon Scholz - Wisconsin Broadcasters Association
- Nick Ramos - Wisconsin Democracy Campaign
- George Klaetsch - Association of Wisconsin Lobbyists
- Mike Wittenwyler - Association of Wisconsin Lobbyists

##### Registrations For

- Sen. Mark Spreitzer - 15th State Senate District

##### Registrations Against

- None.

##### Registrations for Information Only

- None.

January 30, 2024

**Executive Session Held**

Present: (8) Representative Krug; Representatives Maxey, Murphy, Rozar, Tusler, Snodgrass, Subeck and C. Anderson.

Absent: (0) None.

Excused: (1) Representative Tittl.

Moved by Representative Snodgrass, seconded by Representative Rozar that **Assembly Amendment 2** be recommended for introduction and adoption.

Ayes: (8) Representative Krug; Representatives Maxey, Murphy, Rozar, Tusler, Snodgrass, Subeck and C. Anderson.

Noes: (0) None.

ASSEMBLY AMENDMENT 2 ADOPTION RECOMMENDED,  
Ayes 8, Noes 0

Moved by Representative Anderson, seconded by Representative Rozar that **Assembly Bill 664** be recommended for passage as amended.

Ayes: (8) Representative Krug; Representatives Maxey, Murphy, Rozar, Tusler, Snodgrass, Subeck and C. Anderson.

Noes: (0) None.

PASSAGE AS AMENDED RECOMMENDED, Ayes 8, Noes 0

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John Reinemann  
Committee Clerk