

# Wisconsin | AI Policy Overview

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## AI Policy Overview

Wisconsin lawmakers have yet to prioritize artificial intelligence policies broadly. However, Governor Tony Evers (D) issued an [executive order](#) in 2023 establishing a Task Force on Workforce and Artificial Intelligence administered by the Department of Workforce Development. The Wisconsin Assembly has also created an [Artificial Intelligence Task Force](#) to explore the role of AI in elections, business, and government. In 2024, lawmakers enacted a law aimed at limiting deepfakes in political campaigns.

## Deepfakes

In 2024, Wisconsin enacted a political deepfake bill ([WI AB 664](#)) into law. The law requires disclosure if certain types of political advertisements incorporate audio or video content that is substantially produced in whole or in part by means of generative AI. The law requires the Wisconsin Ethics Commission to investigate violations of this law subject to fines of \$1,000 per violation. The law exempts broadcasters.

## Legislative & Regulatory History

- **2024** - Wisconsin enacted [WI AB 664](#), which requires disclosures for certain political audio or video communication if the communication contains synthetic media.
- **2023** - Gov. Evers issued [Executive Order #211](#) on Aug. 23, 2023, establishing a Task Force on Workforce and Artificial Intelligence administered by the Department of Workforce Development.