

S 1596

REAL Political Advertisements Act

Congress: 118 (2023–2025, Ended)

Chamber: Senate

Policy Area: Government Operations and Politics

Introduced: May 15, 2023

Current Status: Read twice and referred to the Committee on Rules and Administration.

Latest Action: Read twice and referred to the Committee on Rules and Administration. (May 15, 2023)

Official Text: <https://www.congress.gov/bill/118th-congress/senate-bill/1596>

Sponsor

Name: Sen. Klobuchar, Amy [D-MN]

Party: Democratic • State: MN • Chamber: Senate

Cosponsors (3 total)

| Cosponsor | Party / State | Role | Date Joined |
|--------------------------------|---------------|------|--------------|
| Sen. Bennet, Michael F. [D-CO] | D · CO | | May 15, 2023 |
| Sen. Booker, Cory A. [D-NJ] | D · NJ | | May 15, 2023 |
| Sen. Welch, Peter [D-VT] | D · VT | | Jan 31, 2024 |

Committee Activity

| Committee | Chamber | Activity | Date |
|------------------------------------|---------|-------------|--------------|
| Rules and Administration Committee | Senate | Referred To | May 15, 2023 |

Subjects & Policy Tags

Policy Area:

Government Operations and Politics

Related Bills

| Bill | Relationship | Last Action |
|-------------|----------------|---|
| 118 HR 3044 | Identical bill | May 2, 2023: Referred to the House Committee on House Administration. |

Require the Exposure of AI-Led Political Advertisements Act or the REAL Political Advertisements Act

This bill expands certain disclosure and disclaimer requirements for political campaigns, including by requiring disclaimers on advertisements containing content generated by artificial intelligence (AI).

Specifically, the bill requires a communication (e.g., a political advertisement) to include, in a clear and conspicuous manner, a statement if the communication contains an image or video footage that was generated in whole or in part with the use of AI. The bill outlines the requirements for determining a clear and conspicuous manner as it applies to specified communications (e.g., text or video communications).

The bill directs the Federal Election Commission (FEC) to issue a regulation related to generative AI, including the criteria for determining whether an advertisement contains an image or video footage created through generative AI.

The bill also requires reporting to the FEC of paid internet or digital communications.

Actions Timeline

- **May 15, 2023:** Introduced in Senate
- **May 15, 2023:** Read twice and referred to the Committee on Rules and Administration.