

Calendar No. 726

118TH CONGRESS
2D SESSION**S. 4596**

To require the Secretary of Commerce to conduct a public awareness and education campaign to provide information regarding the benefits of, risks relating to, and the prevalence of artificial intelligence in the daily lives of individuals in the United States, and for other purposes.

 IN THE SENATE OF THE UNITED STATES

JUNE 20, 2024

Mr. YOUNG (for himself and Mr. SCHATZ) introduced the following bill; which was read twice and referred to the Committee on Commerce, Science, and Transportation

DECEMBER 18 (legislative day, DECEMBER 16), 2024

Reported by Ms. CANTWELL, with an amendment

[Insert the part printed in *italic*]

A BILL

To require the Secretary of Commerce to conduct a public awareness and education campaign to provide information regarding the benefits of, risks relating to, and the prevalence of artificial intelligence in the daily lives of individuals in the United States, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
 2 *tives of the United States of America in Congress assembled,*

1 **SECTION 1. SHORT TITLE.**

2 This Act may be cited as the “Artificial Intelligence
3 Public Awareness and Education Campaign Act”.

4 **SEC. 2. ARTIFICIAL INTELLIGENCE PUBLIC AWARENESS
5 AND EDUCATION CAMPAIGN.**

6 (a) DEFINITIONS.—In this section:

7 (1) AI CAMPAIGN.—The term “AI Campaign”
8 means the public awareness and education campaign
9 conducted under this section.

10 (2) ARTIFICIAL INTELLIGENCE.—The term “ar-
11 tificial intelligence” has the meaning given the term
12 in section 5002 of the National Artificial Intelligence
13 Initiative Act of 2020 (15 U.S.C. 9401).

14 (3) FEDERAL AGENCY.—The term “Federal
15 agency” has the meaning given the term “agency”
16 in section 551 of title 5, United States Code.

17 (4) KEY PERFORMANCE INDICATOR.—The term
18 “key performance indicator” means a quantifiable
19 metric that demonstrates how effectively an initia-
20 tive is at achieving its objectives.

21 (5) RELEVANT CONGRESSIONAL COMMIT-
22 TEES.—The term “relevant congressional commit-
23 tees” means—

24 (A) the Committee on Commerce, Science,
25 and Transportation of the Senate; and

1 (B) the Committee on Science, Space, and
2 Technology of the House of Representatives.

3 (6) SECRETARY.—The term “Secretary” means
4 the Secretary of Commerce.

5 (b) AI CAMPAIGN.—Not later than 180 days after the
6 date of enactment of this Act, the Secretary, in coordina-
7 tion with the heads of relevant Federal agencies, including
8 the Director of the National Institute of Standards and
9 Technology and the Administrator of the National Tele-
10 communications and Information Administration, shall
11 conduct a public awareness and education campaign to
12 provide information regarding the benefits of, risks relat-
13 ing to, and the prevalence of artificial intelligence in the
14 daily lives of individuals in the United States.

15 (c) OUTREACH.—In carrying out the AI Campaign,
16 the Secretary shall—

17 (1) determine the key performance indicators to
18 evaluate the effectiveness of the AI Campaign and
19 obtain any baseline data necessary for a comparative
20 measurement of success;

21 (2) facilitate access to, and the exchange of, in-
22 formation regarding artificial intelligence in order to
23 promote up-to-date knowledge regarding artificial in-
24 telligence and the rights of an individual under law
25 with respect to artificial intelligence;

1 (3) identify, promote, and encourage the use of
2 best practices for the detection of provenance infor-
3 mation with respect to digital media by—

4 (A) including such media that is generated
5 by human beings and such media that is gen-
6 erated or significantly modified by algorithms,
7 including artificial intelligence, including media
8 commonly referred to as “deepfakes” and con-
9 tent created by the programs commonly re-
10 ferred to as “chatbots”;

11 (B) providing resources and guidance on
12 available tools and methods for detecting or dif-
13 ferentiating such media; and

14 (C) identifying populations particularly
15 susceptible to artificial intelligence-enabled
16 fraudulent activity, including senior citizens,
17 and conducting target outreach to inform such
18 populations of, and inoculate such populations
19 against, artificial intelligence-enabled scams and
20 fraud;

21 (4) conduct outreach to the general public relat-
22 ing to the prevalence of artificial intelligence in the
23 daily lives of individuals in the United States, in-
24 cluding—

1 (A) applications that enable increase the
2 productivity of individuals, such as text-to-
3 speech functionality, real-time route planning,
4 and predictive text suggestions; and

5 (B) applications in use commercially, such
6 as automated decision-making, fraud detection,
7 and financial trading; and

8 (5) conduct outreach about workforce opportu-
9 nities, including opportunities to work in the Federal
10 Government, for technologists and others with expe-
11 rience in the development, deployment, and use of
12 artificial intelligence, including to institutions of
13 higher education (as defined in section 101 of the
14 Higher Education Act of 1965 (20 U.S.C. 1001)).

15 (d) EXPERT CONSULTATION.—In conducting the AI
16 Campaign, the Secretary shall consult with a variety of
17 stakeholders from academic or research communities, pub-
18 lic-private partnerships, and private industry, including
19 companies with different roles in the use of artificial intel-
20 ligence, developers, deployers, users, and community devel-
21 opment organizations with expertise working with artifi-
22 cial intelligence.

23 (e) REPORT.—

24 (1) IN GENERAL.—Not later than 1 year after
25 the date on which the Secretary initiates the AI

1 Campaign, the Secretary shall submit to the relevant
2 congressional committees a report on the activities
3 conducted under the AI Campaign.

4 (2) CONTENTS.—The report required under
5 paragraph (1) shall include—

6 (A) the key performance indicators deter-
7 mined for the purpose of evaluating the overall
8 effectiveness of the AI Campaign; and

9 (B) recommendations for subsequent ac-
10 tions, including in any key areas in which the
11 outcomes of the AI Campaign were identified as
12 insufficient.

13 (f) NO ADDITIONAL FUNDS.—No additional funds
14 are authorized to be appropriated for the purpose of car-
15 rying out this Act.

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