



# Wisconsin Ethics Commission

Campaign Finance | Lobbying | Ethics  
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## MEMORANDUM

To: Political Action Committees, Independent Expenditure Committees,  
and Other Persons  
From: Wisconsin Ethics Commission Staff  
Date: March 15, 2024  
Re: Changes to 72-Hour Reporting

Yesterday, Governor Evers signed [2023 Wisconsin Act 120](#) into law. The Act takes effect on March 16, 2024. The Act makes substantial changes to 72-Hour Reporting requirements. The purpose of this communication is to explain the changes made by the Act.

A 72-Hour Report is required for express advocacy that will occur during specified windows. The windows are as follows:

- Spring Election- 60 days before the spring primary through the date of the spring election.
- General Election- 60 days before the partisan primary through the date of the general election.
- Special Election- 60 days before the special primary through the date of the special election.

If a political action committee, independent expenditure committee, or any person other than a committee spends \$2,500 or more in the aggregate on express advocacy during these windows, it is required to file a 72-Hour Report. The report is named the 72-Hour Report because it is due within 72 hours. Previously, the law stated that the report was due within 72 hours of the disbursement. This was changed by the Act.

Under [2023 Wisconsin Act 120](#), the 72-Hour Report is now due within 72 hours **of the earliest of the following**:

- The date the obligation for express advocacy is incurred, if you have all information required to be reported;
- The date the express advocacy is aired, broadcast, printed, or otherwise disseminated; or
- The date of the disbursement.

It is important to note that, under the Act, express advocacy is not considered aired, broadcast, printed, or otherwise disseminated if it is **only** shared with:

- The PAC, IEC, or Other Person's administrator, treasurer, volunteer, producer, consultant, media production partner, or focus group; or
- An officer or employee of the political action committee's sponsoring organization.

As noted above, these changes are effective March 16, 2024. If you have any questions concerning 72-Hour Report requirements, or any other campaign finance questions, please contact the Commission via telephone at (608) 266-8123 or via email at [CampaignFinance@wisconsin.gov](mailto:CampaignFinance@wisconsin.gov).

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*Wisconsin Ethics Commissioners*

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