



SYNOPSIS:

This bill would prohibit a state or local agency from entering into an agreement with a media monitoring organization or a company that uses the services of a media monitoring organization, or from providing support to a media monitoring organization.

This bill would require any company attempting to enter into an agreement with a state or local agency to certify that the company will refrain from entering into an agreement with a media monitoring organization or a company that uses the services of a media monitoring organization.

This bill would also require a contractor to certify that the contractor has not entered into an agreement with a media monitoring organization or a company that uses the services of a media monitoring organization before the contractor can modify an agreement with a state or local agency.

A BILL
TO BE ENTITLED
AN ACT

Relating to state and local government; to prevent



certain state and local agencies from entering into agreements with media monitoring organizations; and to require such agencies to take certain actions regarding contractors and companies with relation to media monitoring organizations.

BE IT ENACTED BY THE LEGISLATURE OF ALABAMA:

Section 1. For the purposes of this act, the following terms have the following meanings:

(1) AGENCY. The state or any political subdivision of the state; or any department, agency, division, council, bureau, board, public corporation, educational institution, or authority of the state or any political subdivision of the state.

(2) COMPANY. Any sole proprietorship, organization, association, corporation, partnership, joint venture, limited partnership, limited liability partnership, limited liability company, or other entity or business association, including all wholly owned subsidiaries, majority-owned subsidiaries, parent companies, or affiliates of any entity or business association, whether for profit or not for profit.

(3) MEDIA MONITORING ORGANIZATION. a. Any company that provides either of the following services:

1. Identifying news or information services as fake or otherwise negatively ranking them for accuracy of content or disinformation, whether the identification is published in print, by audio, digitally, or broadcast via radio, television, cable, streaming service, or other methods of presenting news to the public.

2. Providing ratings or rankings of news sources based



on the company's opinion regarding misinformation, disinformation, bias, fakeness, or against the company's definition of journalistic standards or ethics arising from the company's fact-checking of overall news accuracy of news sources.

b. The term does not include companies or organizations that rate media outlets for audience size, viewership, or demographic information, that monitor media outlets for the purpose of compiling press or video clippings, or that aggregate news sources for the purposes of public relations or public awareness.

Section 2. (a) An agency shall not do any of the following:

(1) Enter into any contract or other agreement with any media monitoring organization.

(2) Enter into any contract or agreement with any advertising or marketing agency that does not certify that the agency has not actual knowledge that its activities with this state violate this act.

(3) Provide support in any form to a media monitoring organization, other than non discretionary actions otherwise required by law.

(b) An agency shall require any company or organization that submits a bid or proposal for a contract for marketing services to certify that the company or organization has no actual knowledge that the company or organization's activities within this state violate this act.

(c) An agency shall obtain from any contractor a



85 certification that the contractor has no actual knowledge that
86 the contractor's activities in this state violate this act
87 prior to extending, renewing, or otherwise modifying an
88 agreement or contract for advertising or marketing services
89 with the contractor effective on October 1, 2025.

90 (d) Nothing in this act shall prevent an agency from
91 contracting for services which aggregate news articles or
92 information relevant to the agency or its constituents or from
93 placement of advertising, marketing, or other services
94 unrelated to this act.

95 (e) Nothing in this act shall prevent a company from
96 providing analytical or statistical information on the
97 performance of advertisements placed by an agency.

98 (f) Nothing in this act shall prevent an agency from
99 contracting for services which assist the agency in
100 identifying or responding to inaccurate statements relating
101 directly to the actions of the agency or the services it
102 provides to the public.

103 Section 3. This act shall become effective on October
104 1, 2025.