



**House Commerce and Small Business Reported
Substitute for HB282**

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.



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(3) MEDIA MONITORING ORGANIZATION. a. Any company created to do either of the following:

1. Rate or rank news or information services for the factual accuracy of their content, whether published online, in print, by audio, or digitally, or broadcast via radio, television, cable, streaming service, or any other way news is delivered to the public.

2. Provide ratings or rankings of news sources based on misinformation, bias, adherence to journalistic standards or ethics, including, but not limited to, organizations that claim to engage in fact-checking or determining overall news accuracy.

b. The term does not include organizations that rate media outlets for audience size, viewership, or demographic information or that monitor media outlets for the purposes of compiling press or video clippings or aggregating news sources for the purposes of public relations or public awareness, unless an organization also engages in the activities described in subparagraphs a.1. or b.1.

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 uses the services of a media monitoring organization.

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



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required by law.

(b) An agency shall require any company that submits a bid or proposal for a contract for advertising or marketing services to certify that the company is in compliance with subdivisions (a)(1) and (a)(2).

(c) An agency shall obtain from any contractor a certification that the contractor is in compliance with subdivisions (a)(1) and (a)(2) prior to extending, renewing, or otherwise modifying an agreement or contract for advertising or marketing services with the contractor effective on October 1, 2025.

(d) Nothing in this act shall prevent an agency from contracting for services which aggregate news articles or information relevant to the agency or its constituents.

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

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