

SB180 INTRODUCED



1 SB180
2 XLR3ZEE-1
3 By Senator Carnley
4 RFD: County and Municipal Government
5 First Read: 20-Feb-25



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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



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

33 BE IT ENACTED BY THE LEGISLATURE OF ALABAMA:

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

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

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

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

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

55 2. Provide ratings or rankings of new sources based on
56 misinformation, bias, adherence to journalistic standards or



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57 ethics, including, but not limited to, organizations that
58 claim to engage in fact-checking or determining overall news
59 accuracy.

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

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

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

71 (2) Enter into any contract or agreement with any
72 advertising or marketing agency that uses the services of a
73 media monitoring organization.

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

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

81 (c) An agency shall obtain from any contractor a
82 certification that the contractor is in compliance with
83 subdivisions (a) (1) and (a) (2) prior to extending, renewing,
84 or otherwise modifying an agreement or contract for



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85 advertising or marketing services with the contractor
86 effective on October 1, 2025.

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

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

93 Section 3. This act shall become effective on October
94 1, 2025.