



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

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

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

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

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

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

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

52 (2) Enter into any contract or agreement with any
53 advertising or marketing agency that uses the services of a
54 media monitoring organization.

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



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57 required by law.

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

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

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

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

74 Section 3. This act shall become effective on October
75 1, 2025.