

1 A bill to be entitled
 2 An act relating to agency contracting with media
 3 reliability and bias monitors; creating s. 287.139,
 4 F.S.; defining the term "media reliability and bias
 5 monitor"; prohibiting agencies from entering into
 6 contracts with media reliability and bias monitors or
 7 providing support to media reliability and bias
 8 monitors; prohibiting agencies from accepting bids on,
 9 proposals for, or replies to, a contract for
 10 contractual services for advertising and marketing
 11 services unless a certain requirement is met;
 12 requiring a specified certification from contractors
 13 before an agency may extend, renew, or otherwise
 14 modify an existing contract for advertising and
 15 marketing services; providing applicability; providing
 16 an effective date.

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18 Be It Enacted by the Legislature of the State of Florida:

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20 **Section 1. Section 287.139, Florida Statutes, is created**
21 **to read:**

22 287.139 Contracting with media reliability and bias
23 monitors.—

24 (1) As used in this section, the term "media reliability
25 and bias monitor" means any contractor whose primary or

26 principal function is to:

27 (a) Rate or rank news and information sources for the
28 factual accuracy of their content, whether published online, in
29 print, by audio, or digitally, or by broadcasting via radio,
30 television, cable, streaming service, or any other way news is
31 delivered to the public; or

32 (b) Provide ratings or an opinion on news sources
33 regarding misinformation, bias, adherence to journalistic
34 standards, or ethics, including, but not limited to,
35 organizations that engage in fact checking.

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37 The term does not include any contractor that rates media
38 outlets for audience size, viewership, and demographic
39 information; or that monitors media outlets for the purposes of
40 compiling press or video clippings or aggregating news sources
41 for the purposes of public relations and public awareness.

42 (2) An agency may not:

43 (a) Enter into a contract or other agreement with a media
44 reliability and bias monitor or with a contractor that provides
45 advertising or marketing services using a media reliability and
46 bias monitor; or

47 (b) Provide support in any form, other than
48 nondiscretionary actions otherwise required by law, to a media
49 reliability and bias monitor.

50 (3) (a) An agency may not accept a bid on, a proposal for,

51 or a reply to, a contract for contractual services for
52 advertising or marketing services unless the contractor
53 certifies that it is in compliance with this section.

54 (b) An agency, before extending, renewing, or otherwise
55 modifying a contract for contractual services for advertising or
56 marketing services in effect on July 1, 2025, shall obtain from
57 the contractor a certification that the contractor does not and
58 will not use the services of a media reliability and bias
59 monitor for the duration of the contract.

60 (4) This section does not apply to:

61 (a) A contractor that provides services which aggregate
62 news articles and information relevant to an agency; or

63 (b) A contractor that provides analytical information on
64 the performance of advertisements placed by an agency.

65 **Section 2.** This act shall take effect July 1, 2025.