

2342

2011-2012 Regular Sessions

I N S E N A T E

January 19, 2011

Introduced by Sen. SERRANO -- read twice and ordered printed, and when printed to be committed to the Committee on Cultural Affairs, Tourism, Parks and Recreation

AN ACT requiring the placement of the New York State tourism website on any advertisement or public service announcement funded with state money

THE PEOPLE OF THE STATE OF NEW YORK, REPRESENTED IN SENATE AND ASSEMBLY, DO ENACT AS FOLLOWS:

1 Section 1. Logo placement. Any visual advertisements or public service
2 announcements, including print, television, and internet media, financed
3 with monies of the state shall have placed within such media, and main-
4 tained for a duration so as to be easily recognized and read, the logo
5 "I Love NY" as licensed by the department of economic development, as
6 well as the internet address of the official New York state tourism
7 website. Such placement must be incorporated in such a way that does not
8 detract from or conflict with the primary focus of the advertisement or
9 public service announcement.
10 S 2. This act shall take effect immediately.

EXPLANATION--Matter in ITALICS (underscored) is new; matter in brackets
[] is old law to be omitted.

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