

STATE OF NEW YORK

9549

IN ASSEMBLY

January 24, 2020

Introduced by M. of A. LAVINE -- read once and referred to the Committee on Governmental Operations

AN ACT to amend the executive law, in relation to establishing a statewide campaign for the acceptance, inclusion, tolerance and understanding of diversity

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

1 Section 1. The executive law is amended by adding a new section 294-a
2 to read as follows:

3 § 294-a. Statewide campaign for the acceptance, inclusion, tolerance
4 and understanding of diversity. 1. The division shall develop and imple-
5 ment a statewide campaign to increase awareness and promote the accept-
6 ance, inclusion, tolerance and understanding of the diversity of people
7 of this state, including, but not limited to diversity based on reli-
8 gion, race, color, creed, sex, ethnicity, national origin, age, disabili-
9 ty, sexual orientation, gender identity or expression. In the develop-
10 ment and implementation of such campaign, the division shall adopt as
11 its purpose, the combatting of bias, hatred and discrimination in all
12 their forms and the prevention of discrimination based on religion,
13 race, color, creed, sex, ethnicity, national origin, age, disability,
14 sexual orientation, gender identity or expression.

15 2. In order to effectuate the purpose of the campaign the division
16 shall:

17 a. coordinate and cooperate with public and private sources, includ-
18 ing, but not limited to, local governments, community groups, schools
19 and churches;

20 b. seek alternative funding sources other than the state, including
21 local government and private sources;

22 c. use television, radio, social media and appropriate signage
23 throughout the state;

24 d. make information regarding such campaign available on its website;
25 and

26 e. utilize other resources the division deems appropriate.

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

LBD14702-03-0

1 § 2. This act shall take effect on the ninetieth day after it shall
2 have become a law. Effective immediately, the addition, amendment and/or
3 repeal of any rule or regulation necessary for the implementation of
4 this act on its effective date are authorized to be made and completed
5 on or before such effective date.