STATE OF NEW YORK

8458

2021-2022 Regular Sessions

IN ASSEMBLY

November 17, 2021

Introduced by M. of A. STIRPE -- read once and referred to the Committee on Labor

AN ACT in relation to authorizing the department of labor to develop a public awareness campaign promoting the New York state job bank

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

Section 1. 1. The department of labor shall develop, establish and implement a public awareness campaign promoting the New York state job bank, as well as any other related programs the commissioner of labor deems appropriate.

2. The public awareness campaign shall be made available to the public by any means deemed appropriate by the department of labor including, but not limited to, internet, radio, and print advertising such as brochures, billboards and posters. The campaign may also identify and recruit individuals to serve as visible, public ambassadors to promote this message.

3. The campaign shall begin no later than ninety days after the effective date of this act. The department of labor shall prepare an annual report to the governor and the legislature within one year after this act shall have become a law and thereafter annually on or before December first of each year on the public awareness campaign, including: (a) actions taken by the department of labor to carry out the public awareness campaign and (b) an assessment of the necessary appropriations for the department of labor to meet the needs of the campaign in the next fiscal year.

§ 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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