

# STATE OF NEW YORK

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8458--A

2021-2022 Regular Sessions

## IN ASSEMBLY

November 17, 2021

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Introduced by M. of A. STIRPE, ROZIC, ENGLEBRIGHT, CONRAD, JONES, DICKENS, COLTON, WOERNER, GOTTFRIED, SEPTIMO, THIELE -- Multi-Sponsored by -- M. of A. SIMON -- read once and referred to the Committee on Labor -- recommitted to the Committee on Labor in accordance with Assembly Rule 3, sec. 2 -- reported and referred to the Committee on Ways and Means -- committee discharged, bill amended, ordered reprinted as amended and recommitted to said committee

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:

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

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

11 3. The campaign shall begin no later than ninety days after the effec-  
12 tive date of this act. The department of labor shall prepare an annual  
13 report to the governor and the legislature within one year after this  
14 act shall have become a law and thereafter annually on or before Decem-  
15 ber first of each year on the public awareness campaign, including: (a)  
16 actions taken by the department of labor to carry out the public aware-  
17 ness campaign and (b) an assessment of the necessary appropriations for  
18 the department of labor to meet the needs of the campaign in the next  
19 fiscal year.

20 § 2. This act shall take effect immediately.

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

LBD11396-02-2