

# STATE OF NEW YORK

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6803

2021-2022 Regular Sessions

## IN SENATE

May 18, 2021

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Introduced by Sens. KAPLAN, MARTUCCI -- read twice and ordered printed,  
and when printed to be committed 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 Assem-  
bly, 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, and print advertising such as  
8 brochures, billboards and posters. The campaign may also identify and  
9 recruit individuals to serve as visible, public ambassadors to promote  
10 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.

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