STATE OF NEW YORK

2469

2025-2026 Regular Sessions

IN SENATE

January 21, 2025

Introduced by Sen. PARKER -- read twice and ordered printed, and when printed to be committed to the Committee on Finance

AN ACT to amend the executive law, in relation to establishing the office of ethnic and community media

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

Section 1. The executive law is amended by adding a new section 170-i to read as follows:

§ 170-i. Office of ethnic and community media. 1. For the purposes of this section, the following terms shall have the following meanings:

(a) "ethnic and community media outlet" means any media outlet that:

(i) serves particular communities of people based on native language, race, color, gender, national origin, ethnicity, religion, sexual orientation, disability or immigrant status;

(ii) targets a discrete neighborhood, geographic region or population within the state rather than the state as a whole; or

(iii) falls within a specifically tailored subject matter, as determined by the executive director;

(b) "executive director" means the executive director of ethnic and community media;

(c) "media outlet" means a publication that provides news or other media content through print or digital means, and any television or radio outlet; and

(d) "state agency" means:

(i) any agency the head of which is appointed by the governor; and

(ii) any agency headed by a board, commission or other multi-member body, the majority of the membership of which is appointed by the governor.

2. (a) There shall be an office of ethnic and community media. Such office shall be headed by an executive director of ethnic and community media who shall be appointed by the governor.

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

LBD03383-01-5

(b) The executive director shall have the power and duty to perform the following functions related to ethnic and community media:

(i) advise and assist the governor in coordinating the communication of government-related information to the public;

(ii) facilitate communication between state agencies to assist such agencies in delivering consistent information via community and ethnic media outlets to the public;

(iii) monitor state agencies' distribution of advertising resources in accordance with this section;

(iv) develop and maintain a list of ethnic and community media outlets for state agencies to use at their discretion. The executive director shall publish guidelines setting forth a process for the development of such list;

(v) create forms for requests for waivers pursuant to this section;

(vi) during the calendar year beginning January first, two thousand twenty-six and at least once each year thereafter, prepare and submit to the governor, the temporary president of the senate and the speaker of the assembly a report on the annual advertising for the preceding fiscal year of each state agency, and with respect to each such entity, such report shall include, but need not be limited to, the total amount paid by each entity to media outlets for advertising and the total amount each entity paid to ethnic and community media outlets for advertising. With respect to state agencies, such report shall include any waivers issued pursuant to this section. State agencies shall provide appropriate data to the office of ethnic and community media to complete such report;

(vii) hold at least one annual training for state officers and employees responsible for purchasing advertising; and

(viii) delegate these powers and duties to any individuals designated in writing as deputies of the executive director.

(c) The executive director may appoint deputies and staff within available appropriations.

3. (a) Each state agency shall seek to direct at least fifty percent of its total spending on advertising to ethnic and community media outlets, provided that a state agency may apply to the executive director for an annual waiver of this goal. Any such application shall provide a particularized explanation regarding the public purpose that would be served by the issuance of a waiver. If a waiver is granted by the executive director, it shall be posted on a website managed or operated by such state agency together with the explanation for the waiver.

(b) To the extent paragraph (a) of this subdivision conflicts with a state agency's obligation to issue notices required by law to be posted or distributed in media outlets, the terms of paragraph (a) of this subdivision shall not apply. In implementing the requirements of paragraph (a) of this subdivision, a state agency shall omit the publication cost of such legally required notices from its total advertising budget before calculating its required ethnic and community media outlet spending pursuant to paragraph (a) of this subdivision.

§ 2. This act shall take effect on the ninetieth day after it shall have become a law.