

# STATE OF NEW YORK

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2129

2025-2026 Regular Sessions

## IN SENATE

January 15, 2025

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Introduced by Sens. RAMOS, COMRIE, LIU, PALUMBO, 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 requiring state agencies to publish certain information in local, community and ethnic media

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

1 Section 1. Short title. This act shall be known and may be cited as  
2 the "local, community and ethnic media commitment act".  
3 § 2. Legislative findings and intent. The legislature hereby finds and  
4 declares New York is one of the most diverse states in America and  
5 local, community and ethnic media provides an important way for the  
6 state to connect and ensure that its message reaches all New Yorkers;  
7 and  
8 The legislature hereby finds and declares that according to the U.S.  
9 Census population estimates for 2022, approximately 23 percent of New  
10 York state residents and 37 percent of New York city residents are  
11 foreign-born and according to the 2019 U.S. Census population estimates  
12 approximately 30 percent of New York state residents do not speak  
13 English as their primary language and 13 percent of New York state resi-  
14 dents have a limited ability to read, speak, write, or understand  
15 English; and  
16 The legislature hereby finds and declares that the state of New York  
17 wants to ensure that critical information about state services, poli-  
18 cies, and opportunities reach these communities and local, community and  
19 ethnic media is a pathway to allow members of these communities, many of  
20 whom critically need information about New York state programs, to  
21 access it; and  
22 Therefore, the legislature hereby finds and declares it is essential  
23 that all residents have meaningful access to state programs, services,

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

LBD00504-01-5

1 and activities, and the public safety, health, economic prosperity, and  
2 general welfare of all New York state residents is furthered by increas-  
3 ing access to New York state programs and services, regardless of native  
4 language, race, color, gender, national origin, ethnicity, religion,  
5 sexual orientation, disability or immigrant status.

6 § 3. The executive law is amended by adding a new section 164-e to  
7 read as follows:

8 § 164-e. Bolstering our responsibility to local, community and ethnic  
9 media. 1. Definitions. For the purposes of this section, the following  
10 terms shall have the following meanings:

11 (a) "local, community and ethnic media" shall mean any print or  
12 digital publication that: creates community specific content for a  
13 geographically contiguous area no greater than one fifth of the state,  
14 or is created for communities of people based on native language, race,  
15 color, gender, national origin, ethnicity, religion, sexual orientation,  
16 disability or immigrant status; or falls within specifically tailored  
17 subject matter as determined by the department of state.

18 (b) "state agency" or "agency" shall mean any department, division,  
19 commission, agency and any other entity of the state.

20 2. Local, community and ethnic media advertising. Every state agency  
21 shall ensure that, by December thirty-first, two thousand twenty-seven,  
22 and for every year thereafter, at least fifty percent of their annual  
23 print and digital publication advertising spending shall go toward  
24 local, community and ethnic media outlets. The office of general  
25 services shall take all steps necessary, consistent with applicable law,  
26 to implement the provisions of this section, particularly with respect  
27 to the state education department, the department of health, and state  
28 housing authorities.

29 3. Approved media outlet list. The office of general services shall  
30 develop and maintain a list of local, community and ethnic media outlets  
31 that promote and exemplify the state's many interconnected communities,  
32 as described in subdivision one of this section, for state agencies,  
33 including, but not limited to, the education department, the department  
34 of health, and state housing authorities, to use at their discretion.  
35 State agencies may petition the office of general services to include  
36 advertisements such agencies have published in outlets that are not on  
37 the approved list toward their local, community and ethnic media outlet  
38 spending.

39 4. Development and transparency. State agency employees or represen-  
40 tatives that work on purchasing print or digital publication advertising  
41 shall be required to participate in regular trainings established by the  
42 office of general services on the use of local, community and ethnic  
43 media advertising. Beginning in two thousand twenty-six, and every year  
44 thereafter, state agencies shall submit a year-end data report to the  
45 governor, the temporary president of the senate and the speaker of the  
46 assembly regarding the agency's annual print and digital publication  
47 advertising spending. The report shall include, but not be limited to,  
48 the total amount each agency spent on print and digital publication  
49 advertising and the total amount each agency spent on local, community  
50 and ethnic media advertising. Data regarding each agency's annual print  
51 and digital publication advertising shall be made available to the  
52 office of general services at the beginning of each year and shall be  
53 posted on the office of general services' website.

54 5. Exemption for legally required notices. To the extent that this  
55 section conflicts with a state agency's requirements to comply with  
56 legal and statutory notices that require posting or distribution in

1 publications or media pursuant to local, state, or other applicable law,  
2 such notices shall be exempt from the requirements in this section. For  
3 purposes of this exemption, agencies may subtract the publication costs  
4 of such legally required notices from their total advertising budgets  
5 before calculating their required local, community and ethnic media  
6 advertising spending pursuant to subdivision two of this section.

7 § 4. This act shall take effect immediately.