**Plain Language Summary**

**Current Introduction Number:**

Int. No. 2313

**Prime Sponsors:**

By Council Members Rodriguez, the Speaker (Council Member Johnson), Feliz, Kallos, Lander, Chin, Brooks-Powers, Barron, Rivera, Louis and Rose (in conjunction with the Brooklyn Borough President)

**Bill Title:**

A Local Law to amend the New York city charter, in relation to the establishment of an office of ethnic and community media and requirements regarding agency spending on advertising

**Bill Summary:**

**This plain language summary is for informational purposes only and does not substitute for legal counsel. For more information, you should review the full text of the bill, which is available online at legistar.council.nyc.gov.**

This bill would require the establishment of an Office of Ethnic and Community Media, responsible for coordinating agency advertising to the City’s diverse communities. This bill would also require agencies to devote 50 percent of their advertising spending—including print and digital publications and small television and radio outlets—to ethnic and community media.

**Effective Date:**

45 days after it becomes law

**Legislative Impact:**

[ ]  **Agency Rulemaking Required**: Is City agency rulemaking required?

[x]  **Report Required**: Is a report due to Council required?

[ ]  **Sunset Date Included**: Does the legislation have a sunset date?

[ ]  **Council Appointment Required**: Is an appointment by the Council required?

[x]  **Other Appointment Required**: Are other appointments not by the Council required?

**Note:** In the full bill text online at legistar.council.nyc.gov, language in proposed consolidated laws that is enclosed by [brackets] would be deleted, and language that is underlined would be new. Language in proposed unconsolidated laws, in contrast, will not have brackets or underlining because it would be entirely new. Consolidation means that the law would be placed in the New York City Charter or Administrative Code.

SG

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