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Int. No. 203

By Council Members Hanif, Restler, Marte, Hudson, Gennaro, Nurse, Avilés and Cabán (in conjunction with the Manhattan Borough President)

A Local Law to amend the administrative code of the city of New York, in relation to an annual education campaign to combat antisemitism and promote inclusion

Be it enacted by the Council as follows:

Section 1. Chapter 1 of title 8 of the administrative code of the city of New York is amended by adding a new section 8-135 to read as follows:

§ 8-135 Annual education campaign to combat antisemitism and promote inclusion. a. The commission shall conduct an annual public education campaign on:

1. The prevention of antisemitic prejudice, harassment, and violence;

2. The contributions of Jewish New Yorkers to the city throughout history;

3. The impacts of antisemitic hate crimes; and

4. Principles and practices to promote equity, inclusion, and understanding.

b. The first campaign required under this section shall begin no later than 60 days after the effective date of the local law that added this section and shall continue for no less than 1 year. Each subsequent campaign required under this section shall begin on May 1 and continue for no less than 30 days in order to coincide with Jewish American Heritage Month, except that the commission may from time to time choose a different campaign start date if, in a given year, such start date would further the purposes of the campaign.

c. In conducting the campaigns required under this section, the commission shall coordinate with the office for the prevention of hate crimes, the office of ethnic and community media, and, as needed, with

relevant city agencies, interfaith organizations, community groups, and human rights and civil rights groups.

d. The campaigns required under this section shall use, at a minimum, television, internet, radio, print media, digital kiosks, and subway and other public transportation advertisements throughout the city.

e. The campaigns required under this section shall be designed to reach all age groups, with special attention to reaching young people.

f. Campaign materials and communications shall be available in all designated citywide languages, as defined in section 23-1101, and any additional languages as determined by the department in consultation with local community organizations.

§ 2. This law takes effect immediately.

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