

FILE NO. 090599

1 [Outreach Advertising for FY 09-10]

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3 Resolution designating the *San Francisco Bay View* to be the outreach newspaper of the City and  
4 County for the African American community; the *China Press*, the *Sing Tao Daily* and the *World*  
5 *Journal* to be the outreach newspapers of the City and County for the Chinese community; the  
6 *Bay Area Reporter* and the *Bay Times* to be the outreach newspapers of the City and County for  
7 the Gay, Lesbian, Bisexual community, and *El Mensajero* and *El Reportero* to be the outreach  
8 newspapers of the City and County for the Hispanic community, to provide outreach advertising  
9 for Fiscal Year 09-10.

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11 WHEREAS, the voters; by passing Proposition J in 1994, mandated outreach advertising to  
12 those communities which may not be adequately served by the official newspaper, pursuant to  
13 Section 2.80 and 2.80-1 of the Administrative Code; and,

14 WHEREAS, in each year, the Board of Supervisors shall designate the outreach periodical for  
15 each outreach community, pursuant to Section 2.81-3 of the Administrative Code; now therefore, be it

16 RESOLVED, that the Board designates the following newspapers, which circulate primarily in  
17 the indicated communities to be the outreach newspapers for the indicated communities for FY 09-10:

- |                           |                                |
|---------------------------|--------------------------------|
| 18 African American       | <i>San Francisco Bay View,</i> |
| 19 Chinese                | <i>China Press,</i>            |
| 20                        | <i>Sing Tao Daily,</i>         |
| 21                        | <i>World Journal,</i>          |
| 22 Gay, Lesbian, Bisexual | <i>Bay Area Reporter,</i>      |
| 23                        | <i>Bay Times,</i>              |
| 24 Hispanic               | <i>El Mensajero,</i>           |
| 25                        | <i>El Reportero;</i> and be it |

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FURTHER RESOLVED, that the Office of Contract Administration is authorized to execute contracts with these designated outreach newspapers and said contracts must fully comply with all the contracting requirements of the City and County of San Francisco.



# City and County of San Francisco

City Hall  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4689

## Tails

### Resolution

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**File Number:** 090599

**Date Passed:**

Resolution designating the San Francisco Bay View to be the outreach newspaper of the City and County for the African American community; the China Press, the Sing Tao Daily and the World Journal to be the outreach newspapers of the City and County for the Chinese community; the Bay Area Reporter and the Bay Times to be the outreach newspapers of the City and County for the Gay, Lesbian, Bisexual community, and El Mensajero and El Reportero to be the outreach newspapers of the City and County for the Hispanic community, to provide outreach advertising for Fiscal Year 2009-2010.

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June 23, 2009 Board of Supervisors — ADOPTED

Ayes: 11 - Alioto-Pier, Avalos, Campos, Chiu, Chu, Daly, Dufty, Elsbernd, Mar, Maxwell, Mirkarimi

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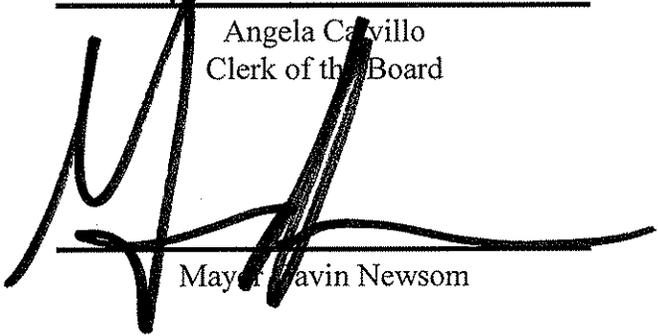
I hereby certify that the foregoing Resolution was ADOPTED on June 23, 2009 by the Board of Supervisors of the City and County of San Francisco.



Angela Cavallo  
Clerk of the Board

7-2-09

Date Approved



Mayor Gavin Newsom