[Outreach Advertising]

Resolution designating El Mensajero, El Latino and El Reportero to be outreach newspapers of the City and County of San Francisco for the Hispanic/Latino community; designating the China Press, the Chinese Times and Asian Week to be outreach newspaper of the City and County of San Francisco for the Chinese community; designating the San Francisco Bay View to be outreach newspaper of the City and County of San Francisco for the African American community; designating San Francisco Spectrum, the Bay Area Reporter and San Francisco Bay Times to be outreach newspapers of the City and County of San Francisco for the Gay/Lesbian/Bisexual/Transgender community; designating Mo Magazine to be outreach newspaper of the City and County of San Francisco for the Southeast Asian community; designating Russian Life to be outreach newspaper of the City and County of San Francisco for the Russian community, designating Hokubei Mainichi to be outreach newspaper of the City and County of San Francisco for the Japanese community, for the fiscal year ending June 30, 2002.

WHEREAS, the voters, by passing Proposition J in 1994, mandated to provide outreach advertising to those communities which may not be adequately served by the official newspaper(s), pursuant to Article IX, Section 2.80 and 2.80-1 of the San Francisco Administrative Code; and,

WHEREAS, in each year, the Board of Supervisors shall designate the outreach periodical for each outreach community, pursuant to Article IX, Section 2.81-3 of the San Francisco Administrative Code;
WHEREAS, if the Board of Supervisors finds that certain neighborhoods are not being adequately served by the outreach periodicals, the Board may authorize additional advertising in neighborhood publications which target certain neighborhoods in San Francisco, pursuant to Article IX, Section 2.81-4 of the San Francisco Administrative Code;

WHEREAS, the Hispanic/Latino community would not be adequately served by one responsive bidder;

WHEREAS, the Chinese community would not be adequately served by one outreach newspaper;

WHEREAS, bids were solicited and no responsive bids were received from the African American community;

WHEREAS, bids were solicited and no responsive bids were received from the Gay/Lesbian/Bi-sexual/Transgender community;

WHEREAS, the Board of Supervisors in Resolution No. 841-00, passed October 2, 2000, in part, expressed a desire to provide outreach advertising to the Russian and Southeast Asian communities; now therefore, be it

RESOLVED, that EI Mensajero, EI Latino and EI Reportero, newspapers which circulate primarily in the Hispanic/Latino community, are hereby designated to provide outreach advertising services for the City and County of San Francisco for the Hispanic/Latino community for the fiscal year ending June 30, 2002; and, be it

FURTHER RESOLVED, that the China Press, Chinese Times and AsianWeek, newspapers which circulate primarily in the Chinese community, are hereby designated to provide outreach advertising services for the City and County of San Francisco for the Hispanic/Latino community for the fiscal year ending June 30, 2002; and, be it

FURTHER RESOLVED, that the San Francisco Bay View, newspaper which circulates primarily in the African American community, is hereby designated to provide outreach
advertising services for the City and County of San Francisco for the African American community for the fiscal year ending June 30, 2002; and, be it

FURTHER RESOLVED, that the San Francisco Spectrum, the Bay Area Reporter and the San Francisco Bay Times, newspapers which circulate primarily in the Gay/Lesbian/Bi-sexual/Transgender community are hereby designated to provide outreach advertising services for the City and County of San Francisco for the Gay/Lesbian/Bi-sexual/Transgender community for the fiscal year ending June 30, 2002; and, be it

FURTHER RESOLVED, that Mo Magazine, newspaper which circulates primarily in the Southeast Asian community, is hereby designated to provide outreach advertising services for the City and County of San Francisco for the Southeast Asian community for the fiscal year ending June 30, 2002; and, be it

FURTHER RESOLVED, that Russian Life, newspaper which circulates primarily in the Russian community, is hereby designated to provide outreach advertising services for the City and County of San Francisco for the Russian community for the fiscal year ending June 30, 2002; and, be it

FURTHER RESOLVED, that Hokubei Mainichi, newspaper which circulates primarily in the Japanese community, is hereby designated to provide outreach advertising services for the City and County of San Francisco for the Japanese community for the fiscal year ending June 30, 2002; and, be it

FURTHER RESOLVED, that expenditures for the outreach advertising program for Fiscal Year 2001-2002 shall not exceed $100,000 without further Board approval, and that all advertising placed in these publications shall be done in a timely manner; and, be it

FURTHER RESOLVED, that the Purchaser is directed to review past billings by outreach newspapers in order to make certain that the City has not paid more than it should
have for advertising in these publications, and seek any necessary recovery for overpayments by the City, if any have been made.
Resolution designating El Mensajero, El Latino and El Reportero to be outreach newspapers of the City and County of San Francisco for the Hispanic/Latino community; designating the China Press, the Chinese Times and AsianWeek to be outreach newspapers of the City and County of San Francisco for the Chinese community; designating the San Francisco Bay View to be outreach newspaper of the City and County of San Francisco for the African American community; designating San Francisco Spectrum, the Bay Area Reporter and San Francisco Bay Times to be outreach newspapers of the City and County of San Francisco for the Gay/Lesbian/Bisexual/Transgender community; designating MO Magazine to be outreach newspaper of the City and County of San Francisco for the Southeast Asian community; designating Russian Life to be outreach newspaper of the City and County of San Francisco for the Russian community; designating Hokubei Mainichi to be outreach newspaper of the City and County of San Francisco for the Japanese community, for the fiscal year ending June 30, 2002.

October 1, 2001  Board of Supervisors — ADOPTED
  Ayes: 7 - Ammiano, Lena, McGoldrick, Newsom, Peskin, Sandoval, Yee
  Noes: 2 - Gonzalez, Hall
  Absent: 2 - Daly, Maxwell
File No. 011444

I hereby certify that the foregoing Resolution was ADOPTED on October 1, 2001 by the Board of Supervisors of the City and County of San Francisco.

Gloria L. Young
Clerk of the Board

OCT 12 2001

Date Approved

Mayor Willie L. Brown Jr.