

1 [Outreach Advertising]

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3 **Resolution designating Asian Week, the China Press and the Chinese Times to be**  
4 **outreach newspapers of the City and County of San Francisco for the Chinese**  
5 **community; El Reportero, El Latino and El Mensajero to be outreach newspapers of the**  
6 **City and County of San Francisco for the Hispanic community; the Bay Area Reporter**  
7 **to be outreach newspaper of the City and County of San Francisco for the**  
8 **Lesbian/Gay/Bisexual/Transgender community; and the San Francisco Bay View to be**  
9 **outreach newspaper of the City and County of San Francisco for the African American**  
10 **community, for outreach advertising for the fiscal year commencing July 1, 2002 and**  
11 **ending June 30, 2003.**

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

18 WHEREAS, in each year, the Board of Supervisors shall designate the outreach  
19 periodical for each outreach community, pursuant to Article IX, Section 2.81-3 of the San  
20 Francisco Administrative Code; and

21 WHEREAS, if the Board of Supervisors finds that certain neighborhoods are not being  
22 adequately served by the outreach periodicals, the Board may authorize additional advertising  
23 in neighborhood publications which target certain neighborhoods in San Francisco, pursuant  
24 to Article IX, Section 2.81-4 of the San Francisco Administrative Code; and  
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1           WHEREAS, the Chinese community would not be adequately served by one outreach  
2 newspaper; and

3           WHEREAS, the Hispanic/Latino community would not be adequately served by one  
4 outreach newspaper; now, therefore, be it

5           RESOLVED, that Asian Week, the China Press and the Chinese Times, newspapers  
6 which circulate primarily in the Chinese community of San Francisco and which are printed in  
7 San Francisco on one or more days in a calendar week, are hereby designated as outreach  
8 newspapers of the City and County of San Francisco for the Chinese community,  
9 commencing July 1, 2002, for the publication of outreach advertising as determined by the  
10 Clerk of the Board of Supervisors in accordance with Section 2.80-1(d) of the San Francisco  
11 Administrative Code; and, be it

12           FURTHER RESOLVED, that El Reportero, El Latino, and El Mensajero, newspapers  
13 which circulate primarily in the Hispanic community of San Francisco and which are printed in  
14 San Francisco on one or more days in a calendar week, are hereby designated as outreach  
15 newspapers of the City and County of San Francisco for the Hispanic community,  
16 commencing July 1, 2002, for the publication of outreach advertising as determined by the  
17 Clerk of the Board of Supervisors in accordance with Section 2.80-1(d) of the San Francisco  
18 Administrative code; and, be it

19           FURTHER RESOLVED, that the Bay Area Reporter, a newspaper which circulates  
20 primarily in the Lesbian/Gay/Bisexual/Transgender community, is hereby designated as the  
21 outreach newspaper of the City and County of San Francisco for the Lesbian/Gay/Bisexual/  
22 Transgender community, commencing July 1, 2002, for the publication of outreach advertising  
23 as determined by the Clerk of the Board of Supervisors in accordance with Section 2.80-1(d)  
24 of the San Francisco Administrative code; and, be it  
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1 FURTHER RESOLVED, that the San Francisco Bay View, a newspaper which  
2 circulates primarily in the African American community, is hereby designated as the outreach  
3 newspaper of the City and County of San Francisco for the African American community,  
4 commencing July 1, 2002, for the publication of outreach advertising as determined by the  
5 Clerk of the Board of Supervisors in accordance with Section 2.80-1(d) of the San Francisco  
6 Administrative code; and, be it

7 FURTHER RESOLVED, that the Office of Contract Administration is hereby authorized  
8 to execute contracts with Asian Week, the China Press, the Chinese Times, El Reportero, El  
9 Latino, El Mensajero, the Bay Area Reporter and the San Francisco Bay View and said  
10 contracts must fully comply with all the contracting requirements of the City and County of San  
11 Francisco.

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# 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:** 020779

**Date Passed:**

Resolution designating the Asian Week to be outreach newspaper of the City and County of San Francisco for the Chinese community; El Reportero to be outreach newspaper of the City and County of San Francisco for the Hispanic community; the Bay Area Reporter to be outreach newspaper of the City and County of San Francisco for the Gay/Lesbian/Bisexual/Transgender community; and the San Francisco Bay View to be outreach newspaper of the City and County of San Francisco for the African American community, for outreach advertising for the fiscal year commencing July 1, 2002 and ending June 30, 2003.

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June 24, 2002 Board of Supervisors — ADOPTED

Ayes: 11 - Ammiano, Daly, Gonzalez, Hall, Leno, Maxwell, McGoldrick,  
Newsom, Peskin, Sandoval, Yee


File No. 020779

I hereby certify that the foregoing Resolution  
was ADOPTED on June 24, 2002 by the  
Board of Supervisors of the City and County  
of San Francisco.

JUL 05 2002

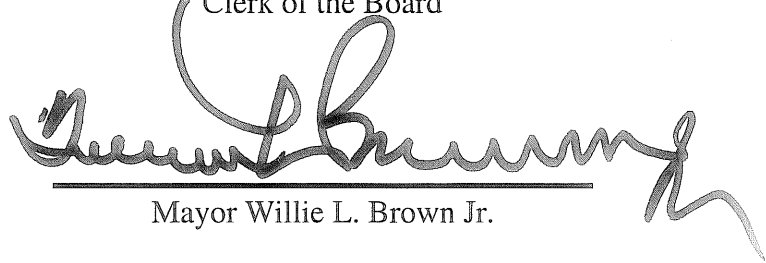
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Date Approved



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Gloria L. Young  
Clerk of the Board



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Mayor Willie L. Brown Jr.