Resolution designating the Asian Week, the China Press, the World Journal and the Chinese Times to be outreach newspapers of the City and County of San Francisco for the Chinese community; El Reportero, El Latino and El Mensajero to be outreach newspapers of the City and County of San Francisco for the Hispanic community; the Bay Area Reporter to be the outreach newspaper of the City and County of San Francisco for the Lesbian/Gay/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, 2003 and ending June 30, 2004.

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; and

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; and

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

BOARD OF SUPERVISORS
Supervisor Ma
WHEREAS, the Hispanic/Latino community would not be adequately served by one outreach newspaper; now, therefore, be it

RESOLVED, that Asian Week, the China Press, the World Journal and the Chinese Times, newspapers which circulates primarily in the Chinese community of San Francisco and which are circulated in San Francisco on one or more days in a calendar week, are hereby designated as outreach newspapers of the City and County of San Francisco for the Chinese community, commencing July 1, 2003, for the publication of outreach advertising as determined by the Clerk of the Board of Supervisors in accordance with Section 2.80-1(d) of the San Francisco Administrative Code; and, be it

FURTHER RESOLVED, that El Reportero, El Latino, and El Mensajero, newspapers which circulate primarily in the Hispanic community of San Francisco and which are circulated in San Francisco on one or more days in a calendar week, are hereby designated as outreach newspapers of the City and County of San Francisco for the Hispanic community, commencing July 1, 2003, for the publication of outreach advertising as determined by the Clerk of the Board of Supervisors in accordance with Section 2.80-1(d) of the San Francisco Administrative Code; and, be it

FURTHER RESOLVED, that the Bay Area Reporter, a newspaper which circulated primarily in the Lesbian/Gay/Bisexual/Transgender community, is hereby designated as the outreach newspaper of the City and County of San Francisco for the Lesbian/Gay/Bisexual/Transgender community, commencing July 1, 2003, for the publication of outreach advertising as determined by the Clerk of the Board of Supervisors in accordance with Section 2.80-1(d) of the San Francisco Administrative Code; and, be it

FURTHER RESOLVED, that the San Francisco Bay View, a newspaper which circulates primarily in the African American community, is hereby designated as the outreach newspaper of the City and County of San Francisco for the African American community,
commencing July 1, 2003, for the publication of outreach advertising as determined by the Clerk of the Board of Supervisors in accordance with Section 2.80-1(d) of the San Francisco Administrative Code; and, be it

FURTHER RESOLVED, that the Office of Contract Administration is hereby authorized to execute contracts with Asian Week, the China Press, the World Journal, the Chinese Times, El Reportero, El Latino, El Mensajero, the Bay Area Reporter and the San Francisco Bay View and said contracts must fully comply with all the contracting requirements of the City and County of San Francisco, provided that the rates paid for advertising in these outreach newspapers shall not exceed the rates paid for advertising in the same newspapers during fiscal year 2002-2003.
Resolution designating the Asian Week, the China Press, the World Journal and the Chinese Times to be outreach newspapers of the City and County of San Francisco for the Chinese community; El Reportero, El Latino and El Mensajero to be outreach newspapers of the City and County of San Francisco for the Hispanic community; the Bay Area Reporter to be the outreach newspaper of the City and County of San Francisco for the Lesbian/Gay/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, 2003 and ending June 30, 2004.

June 10, 2003  Board of Supervisors — RE-REFERRED: Finance and Audits Committee
Ayes: 11 - Ammiano, Daly, Dufty, Gonzalez, Hall, Ma, Maxwell, McGoldrick, Newsom, Peskin, Sandoval

July 22, 2003  Board of Supervisors — ADOPTED
Ayes: 11 - Ammiano, Daly, Dufty, Gonzalez, Hall, Ma, Maxwell, McGoldrick, Newsom, Peskin, Sandoval
I hereby certify that the foregoing Resolution was ADOPTED on July 22, 2003 by the Board of Supervisors of the City and County of San Francisco.

Gloria L. Young
Clerk of the Board

Mayor Willie L. Brown Jr.