

1 [Outreach Advertising and Neighborhood Outreach Advertising - FY2011-2012]

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3 **Resolution designating the *San Francisco Bay View* to be the outreach newspaper of**
4 **the City and County for the African American community; *China Press, Sing Tao***
5 ***Daily*, and *World Journal* to be the outreach newspaper of the City and County for the**
6 **Chinese community; *El Mensajero* and *El Reportero* to be the outreach newspaper of**
7 **the City and County for the Hispanic community, *Bay Area Reporter* to be the**
8 **outreach newspaper of the City and County for the Lesbian, Gay, Bisexual, and**
9 **Transgender community; *Central City Extra* to be the neighborhood outreach**
10 **newspaper of the City and County for the Central City neighborhood; *Marina Times***
11 **and *Northside San Francisco* to be the neighborhood outreach newspapers of the**
12 **City and County for the Northern San Francisco neighborhood; *Potrero View* to be**
13 **the neighborhood outreach newspaper of the City and County for the Potrero Hill**
14 **neighborhood; *West Portal Monthly* to be the neighborhood outreach newspaper of**
15 **the City and County for the West Portal neighborhood; and *Western Edition* to be the**
16 **neighborhood outreach newspaper for the City and County for the Western Addition**
17 **neighborhood; to provide outreach advertising for FY2011-2012.**

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19 WHEREAS, the voters, by passing Proposition J in 1994, mandated outreach
20 advertising to those communities which may not be adequately served by the official
21 newspaper, pursuant to Section 2.80 and 2.80-1 of the Administrative Code; and,
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1 WHEREAS, in each year, the Board of Supervisors shall designate the outreach
2 periodical for each outreach community, pursuant to Section 2.81-3 of the Administrative
3 Code; and

4 WHEREAS, the Board of Supervisors may designate neighborhood outreach papers,
5 pursuant to Section 2.81-4 of the Administrative Code; now therefore, be it

6 RESOLVED, that the Board designates the following newspapers, which circulate
7 primarily in the indicated communities and are printed in San Francisco, to be the outreach
8 newspapers for the indicated communities for FY 11-12:

- 9 African American San Francisco Bay View
- 10 Chinese *China Press, Sing Tao Daily, and World Journal,*
- 11 Hispanic *El Mensajero and El Reportero;*
- 12 Lesbian, Gay, Bisexual *Bay Area Reporter, and be it*

13 FURTHER RESOLVED, that the Board designates the following neighborhood
14 outreach newspapers for the indicated neighborhoods for FY 11-12:

- 15 Central City *Central City Extra,*
- 16 Northern San Francisco *Marina Times and Northside San Francisco,*
- 17 Potrero Hill *Potrero View,*
- 18 West Portal *West Portal Monthly,*
- 19 Western Addition *Western Edition; and be it*

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



City and County of San Francisco
Tails
Resolution

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

File Number: 110529

Date Passed: June 07, 2011

Resolution designating the San Francisco Bay View to be the outreach newspaper of the City and County for the African American community; China Press, Sing Tao Daily, and World Journal to be the outreach newspaper of the City and County for the Chinese community; El Mensajero and El Reportero to be the outreach newspaper of the City and County for the Hispanic community, Bay Area Reporter to be the outreach newspaper of the City and County for the Lesbian, Gay, Bisexual, and Transgender community; Central City Extra to be the neighborhood outreach newspaper of the City and County for the Central City neighborhood; Marina Times and Northside San Francisco to be the neighborhood outreach newspapers of the City and County for the Northern San Francisco neighborhood; Potrero View to be the neighborhood outreach newspaper of the City and County for the Potrero Hill neighborhood; West Portal Monthly to be the neighborhood outreach newspaper of the City and County for the West Portal neighborhood; and Western Edition to be the neighborhood outreach newspaper for the City and County for the Western Addition neighborhood; to provide outreach advertising for FY2011-2012.

May 26, 2011 Government Audit and Oversight Committee - AMENDED, AN AMENDMENT OF THE WHOLE BEARING NEW TITLE

May 26, 2011 Government Audit and Oversight Committee - RECOMMENDED AS AMENDED

June 07, 2011 Board of Supervisors - ADOPTED

Ayes: 11 - Avalos, Campos, Chiu, Chu, Cohen, Elsbernd, Farrell, Kim, Mar, Mirkarimi and Wiener

File No. 110529

I hereby certify that the foregoing Resolution was ADOPTED on 6/7/2011 by the Board of Supervisors of the City and County of San Francisco.

Angela Calvillo
Clerk of the Board

Mayor Edwin Lee

6/13/11

Date Approved