Resolution designating San Francisco Bay View and Small Business Exchange to be the outreach newspapers of the City and County for the African American community; Sing Tao Daily, World Journal, and Small Business Exchange to be the outreach newspapers of the City and County of San Francisco for the Chinese community; El Reportero and Small Business Exchange to be the outreach newspapers 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/Northside Publications to be the neighborhood outreach newspaper 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, Bayview, Mission Bay and South of Market neighborhoods; West Portal Monthly to be the neighborhood outreach newspaper of the City and County for the West Portal neighborhood; and The Western Edition to be the neighborhood outreach newspaper for the City and County for the Western Addition neighborhood; to provide outreach advertising for FY2012-2013.

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

WHEREAS, In each year, the Board of Supervisors shall designate the outreach periodical for each outreach community, pursuant to Section 2.81-3 of the Administrative Code; and
WHEREAS, The Board of Supervisors may designate neighborhood outreach papers, pursuant to Section 2.81-4 of the Administrative Code; now, therefore, be it RESOLVED, That the Board designates the following newspapers, which circulate primarily in the indicated communities and are printed in San Francisco, to be the outreach newspapers for the indicated communities for FY 12-13:

- African American: San Francisco Bay View, Small Business Exchange
- Hispanic: El Reportero, Small Business Exchange
- Lesbian, Gay, Bisexual: Bay Area Reporter

FURTHER RESOLVED, That the Board designates the following neighborhood outreach newspapers for the indicated neighborhood for FY 12-13:

- Central City: Central City Extra,
- Northern San Francisco: Marina Times/Northside San Francisco
- Potrero Hill: Potrero View
- West Portal: West Portal Monthly
- Western Edition: The Western Edition Newspaper; and, be it

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.
Resolution designating San Francisco Bay View and Small Business Exchange to be the outreach newspapers of the City and County for the African American community; Sing Tao Daily, World Journal, and Small Business Exchange to be the outreach newspapers of the City and County of San Francisco for the Chinese community; El Reportero and Small Business Exchange to be the outreach newspapers 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/Northside Publications to be the neighborhood outreach newspaper 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, Bayview, Mission Bay, and South of Market neighborhoods; West Portal Monthly to be the neighborhood outreach newspaper of the City and County for the West Portal neighborhood; and The Western Edition to be the neighborhood outreach newspaper for the City and County for the Western Addition neighborhood; to provide outreach advertising for FY2012-2013.

June 19, 2012 Board of Supervisors - ADOPTED

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

I hereby certify that the foregoing Resolution was ADOPTED on 6/19/2012 by the Board of Supervisors of the City and County of San Francisco.

Angela Calvillo
Clerk of the Board

Mayor

Date Approved