

1 [Outreach Community Advertising and Neighborhood Outreach Advertising - Various
2 Newspapers - FY2020-2021]

3 **Resolution designating *Small Business Exchange* to be the outreach periodical of the**
4 **City and County of San Francisco for the African American Community; *El Reportero* to**
5 **be the outreach periodical of the City and County of San Francisco for the Hispanic**
6 **community; *World Journal SF LLC and Sing Tao Daily* to be the outreach periodical of**
7 **the City and County of San Francisco for the Chinese community; *Bay Area Reporter***
8 **and *San Francisco Bay Times* to be the outreach periodical of the City and County of**
9 **San Francisco for the Lesbian, Gay, Bisexual and Transgender community; *Jasmine***
10 ***Blue Media LLC (dba Marina Times)* to be the neighborhood outreach periodical of the**
11 **City and County of San Francisco for the Marina, Cow Hollow, North Beach and**
12 **Chinatown neighborhoods; *The Potrero View* to be the neighborhood outreach**
13 **periodical of the City and County of San Francisco for the Potrero Hill, Dogpatch,**
14 **Mission Bay and Eastern SoMa neighborhoods; *The Richmond Review* to be the**
15 **neighborhood outreach periodical of the City and County of San Francisco for the**
16 **Richmond District neighborhoods; *The Sunset Beacon* to be the neighborhood**
17 **outreach periodical of the City and County of San Francisco for the Sunset District**
18 **neighborhoods; *Noe Valley Voice* to be the neighborhood outreach periodical of the**
19 **City and County of San Francisco for the Noe Valley and Diamond Heights**
20 **neighborhoods; and to provide outreach advertising for Fiscal Year (FY) 2020-2021.**
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22 WHEREAS, The voters, by passing Proposition J in 1994, mandated outreach
23 advertising to those communities which may not be adequately served by the official
24 newspaper, pursuant to Sections 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
5 periodical, pursuant to Section 2.81-4 of the Administrative Code; now, therefore, be it

6 RESOLVED, That the Board designates the following periodicals, which circulate
7 primarily in the indicated communities and are printed in San Francisco, to be the outreach
8 periodicals for the indicated communities for FY2020-2021:

9 African American	<i>Small Business Exchange</i>
10 Hispanic	<i>El Reportero</i>
11 Chinese	<i>World Journal SF LLC; Sing Tao Daily</i>
12 Lesbian, Gay, Bisexual, Transgender	<i>Bay Area Reporter; San Francisco Bay Times</i>

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14 FURTHER RESOLVED, That the Board designates the following neighborhood
15 outreach periodical for the indicated neighborhood(s) for FY2020-2021:

17 Marina, Cow Hollow, North Beach 18 and Chinatown	<i>Jasmine Blue Media LLC (DBA Marina Times)</i>
19 Potrero Hill, Dogpatch, Mission Bay 20 and Eastern SOMA	<i>The Potrero View</i>
21 Richmond District	<i>The Richmond Review</i>
22 Sunset District	<i>The Sunset Beacon</i>
23 Noe Valley and Diamond Heights	<i>Noe Valley Voice</i>

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1 FURTHER RESOLVED, That the Office of Contract Administration is hereby
2 authorized to enter into contracts with these designated outreach periodicals and said
3 contracts must be in accordance with all the contracting requirements of the City and County
4 of San Francisco.

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