

1 [Outreach Community Advertising and Outreach Neighborhood Advertising - El Tecolote
2 Newspaper, El Reportero, Bay Area Reporter, San Francisco Bay Times, Wind Newspaper,
3 Sing Tao Daily, San Francisco Chronicle - FY2023-2024]

4 **Resolution designating *Bar Media, Inc. (dba Bay Area Reporter)* to be the outreach
5 community periodical of the City and County of San Francisco for the Lesbian, Gay,
6 Bisexual and Transgender community and the outreach neighborhood periodical of the
7 City and County of San Francisco for the Castro, Noe Valley, and Duboce Triangle
8 neighborhoods; *Wind Newspaper* to be the outreach community periodical of the City
9 and County of San Francisco for the Chinese Community and *Wind Newspaper* and
10 *Sing Tao Daily* to be the outreach neighborhood periodical of the City and County of
11 San Francisco for the Chinatown, Richmond, Sunset, Portola, Visitacion Valley,
12 Excelsior, Outer Mission, Tenderloin, Oceanview, Ingleside, and Merced Heights
13 neighborhoods; *Acción Latina (dba El Tecolote Newspaper)* and *El Reportero* to be the
14 outreach neighborhood periodical of the City and County of San Francisco for the
15 Mission, Excelsior, and Outer Mission neighborhoods; *Sullivan Communications (dba
16 San Francisco Bay Times)* to be the outreach neighborhood periodical of the City and
17 County of San Francisco for the Castro neighborhood; and *Hearst Communications,
18 Inc. (dba San Francisco Chronicle)* to be the outreach neighborhood periodical of the
19 City and County of San Francisco for all other underrepresented communities; and to
20 provide outreach advertising for Fiscal Year (FY) 2023-2024.**

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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 FY2023-2024:

9 Lesbian, Gay, Bisexual, Transgender	-Bar Media, Inc. dba Bay Area Reporter
10 Chinese	-Wind Newspaper

11 FURTHER RESOLVED, That the Board designates the following neighborhood
12 outreach periodicals for the indicated neighborhood(s) for FY2023-2024:

13 Mission, Excelsior, and Outer Mission	-Acción Latina and El Reportero
14 Castro, Noe Valley, and Duboce Triangle	-Bar Media, Inc. dba Bay Area Reporter
15 Castro	-Sullivan Communications dba San 16 Francisco Bay Times
17 Chinatown, Richmond, Sunset, 18 Portola, Visitacion Valley, Excelsior, 19 Outer Mission, Tenderloin, Oceanview, 20 Ingleside, and Merced Heights	-Wind Newspaper and Sing Tao Daily
21 All under represented neighborhoods	-San Francisco Chronicle

22 FURTHER RESOLVED, That the Office of Contract Administration is hereby
23 authorized to enter into contracts with these designated outreach periodicals and said
24 contracts must be in accordance with all the contracting requirements of the City and County
25 of San Francisco; and, be it

1 FURTHER RESOLVED, That within 30 days of the contracts being fully-executed by all
2 parties, the Office of Contract Administration shall provide the final contracts to the Clerk of the
3 Board for inclusion into the official file.

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City and County of San Francisco

Tails Resolution

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

File Number: 230737

Date Passed: July 18, 2023

Resolution designating Bar Media, Inc. (dba Bay Area Reporter) to be the outreach community periodical of the City and County of San Francisco for the Lesbian, Gay, Bisexual and Transgender community and the outreach neighborhood periodical of the City and County of San Francisco for the Castro, Noe Valley, and Duboce Triangle neighborhoods; Wind Newspaper to be the outreach community periodical of the City and County of San Francisco for the Chinese Community and Wind Newspaper and Sing Tao Daily to be the outreach neighborhood periodical of the City and County of San Francisco for the Chinatown, Richmond, Sunset, Portola, Visitacion Valley, Excelsior, Outer Mission, Tenderloin, Oceanview, Ingleside, and Merced Heights neighborhoods; Acción Latina (dba El Tecolote Newspaper) and El Reportero to be the outreach neighborhood periodical of the City and County of San Francisco for the Mission, Excelsior, and Outer Mission neighborhoods; Sullivan Communications (dba San Francisco Bay Times) to be the outreach neighborhood periodical of the City and County of San Francisco for the Castro neighborhood; and Hearst Communications, Inc. (dba San Francisco Chronicle) to be the outreach neighborhood periodical of the City and County of San Francisco for all other underrepresented communities; and to provide outreach advertising for Fiscal Year (FY) 2023-2024.

July 12, 2023 Budget and Finance Committee - AMENDED, AN AMENDMENT OF THE WHOLE BEARING NEW TITLE


July 12, 2023 Budget and Finance Committee - RECOMMENDED AS AMENDED

July 18, 2023 Board of Supervisors - ADOPTED


Ayes: 11 - Chan, Dorsey, Engardio, Mandelman, Melgar, Peskin, Preston, Ronen, Safai, Stefani and Walton

File No. 230737


I hereby certify that the foregoing
Resolution was ADOPTED on 7/18/2023 by
the Board of Supervisors of the City and
County of San Francisco.



Angela Calvillo
Clerk of the Board



London N. Breed
Mayor



Date Approved