

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; *The Potrero***
10 ***View* to be the neighborhood outreach periodical of the City and County of San**
11 **Francisco for the Potrero Hill, Dogpatch, Mission Bay and Eastern SoMa**
12 **neighborhoods; *The Richmond Review* to be the neighborhood outreach periodical of**
13 **the City and County of San Francisco for the Richmond District neighborhoods; *The***
14 ***Sunset Beacon* to be the neighborhood outreach periodical of the City and County of**
15 **San Francisco for the Sunset District neighborhoods; *Noe Valley Voice* to be the**
16 **neighborhood outreach periodical of the City and County of San Francisco for the Noe**
17 **Valley and Diamond Heights neighborhoods; and to provide outreach advertising for**
18 **Fiscal Year (FY) 2020-2021.**

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

23 WHEREAS, In each year, the Board of Supervisors shall designate the outreach
24 periodical for each outreach community, pursuant to Section 2.81-3 of the Administrative
25 Code; and

1 WHEREAS, The Board of Supervisors may designate neighborhood outreach
2 periodical, pursuant to Section 2.81-4 of the Administrative Code; now, therefore, be it

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

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

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

14 Potrero Hill, Dogpatch, Mission Bay 15 and Eastern SOMA	<i>The Potrero View</i>
16 Richmond District	<i>The Richmond Review</i>
17 Sunset District	<i>The Sunset Beacon</i>
18 Noe Valley and Diamond Heights	<i>Noe Valley Voice</i>

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

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