

1 [Outreach Community Advertising and Neighborhood Outreach Advertising - El Reportero;
2 Bay Area Reporter; Jasmine Blue Media LLC; The Potrero View; The Richmond Review; The
3 Sunset Beacon; Small Business Exchange; World Journal SF LLC - FY2020-2021]

4 **Resolution designating *Small Business Exchange* to be the outreach periodical of the**
5 **City and County of San Francisco for the African American Community; *El Reportero* to**
6 **be the outreach periodical of the City and County of San Francisco for the Hispanic**
7 **community; *World Journal SF LLC* to be the outreach periodical of the City and County**
8 **of San Francisco for the Chinese community; *Bay Area Reporter* to be the outreach**
9 **periodical of the City and County of San Francisco for the Lesbian, Gay, Bisexual and**
10 **Transgender community; *Jasmine Blue Media LLC (dba Marina Times)* to be the**
11 **neighborhood outreach periodical of the City and County of San Francisco for the**
12 **Marina, Cow Hollow, North Beach and Chinatown neighborhoods; *The Potrero View* to**
13 **be the neighborhood outreach periodical of the City and County of San Francisco for**
14 **the Potrero Hill, Dogpatch, Mission Bay and Eastern SoMa neighborhoods; *The***
15 ***Richmond Review* to be the neighborhood outreach periodical of the City and County**
16 **of San Francisco for the Richmond District neighborhoods; *The Sunset Beacon* to be**
17 **the neighborhood outreach periodical of the City and County of San Francisco for the**
18 **Sunset District neighborhoods; and to provide outreach advertising for Fiscal Year (FY)**
19 **2020-2021.**

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21 WHEREAS, The voters, by passing Proposition J in 1994, mandated outreach
22 advertising to those communities which may not be adequately served by the official
23 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:

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|---|--------------------------------|
| 9 African American | <i>Small Business Exchange</i> |
| 10 Hispanic | <i>El Reportero</i> |
| 11 Chinese | <i>World Journal SF LLC</i> |
| 12 Lesbian, Gay, Bisexual, Transgender | <i>Bay Area Reporter</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:

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

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