

1 [Outreach Advertising for FY 08-09]

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3 **Resolution designating San Francisco Bay View to be the outreach newspaper of the City and**
4 **County for the African American community; Asian Week, Sing Tao Daily and China Press to be**
5 **the outreach newspaper of the City and County for the Chinese community; Bay Area Reporter**
6 **and the Bay Times to be the outreach newspaper of the City and County for the Gay, Lesbian,**
7 **Bisexual community; and the El Reportero to be the outreach newspaper of the City and County**
8 **for the Hispanic community, to provide outreach advertising services for Fiscal Year 2008-2009.**

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

13 WHEREAS, in each year, the Board of Supervisors shall designate the outreach
14 periodical for each outreach community, pursuant to Section 2.81-3 of the Administrative Code; now
15 therefore, be it

16 RESOLVED, that the Board designates the following newspapers, which circulate primarily in
17 the indicated communities, to be the outreach newspapers for the indicated communities for FY 08-09:

- 18 San Francisco Bay View for the African-American community,
- 19 Asian Week, Sing Tao Daily and the China Press for the Chinese community,
- 20 Bay Area Reporter and the Bay Times for the Gay, Lesbian, Bisexual community,
- 21 El Reportero for the Hispanic community; and be it

22 FURTHER RESOLVED, that the Office of Contract Administration is authorized to execute
23 contracts with these designated outreach newspapers.

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