

1 [Spanish Language Broadcast of Giants Games]

2 **URGING HISPANIC SPORTS MARKETING TO EXPEDITIOUSLY FINALIZE**
3 **NEGOTIATIONS WITH KZSF 1370 AM SO THAT SPANISH LANGUAGE**
4 **BROADCAST OF THE GIANTS GAMES CAN CONTINUE.**

5 Whereas, San Diego-based Hispanic Sports Marketing (HSM) is the San
6 Francisco Giants' Spanish language radio rights holder since December 1998 and is
7 responsible for all aspects of production including on-air talent, programming,
8 advertising and sales ; and

9 WHEREAS, HSM is financially responsible for paying rights fees to local
10 broadcasting stations such as Bay Area-based KZSF 1370-AM; and

11 WHEREAS, Since HSM acquired the rights to broadcast Giants game in
12 Spanish, the number of broadcasts had steadily declined in which only home games
13 were broadcasted until May 2000; and

14 WHEREAS, After May, only weekend games were broadcasted and suddenly in
15 June, all broadcasts of Giants games ceased; and

16 WHEREAS, KZSF has received numerous calls urging the station to continue
17 Spanish language broadcast of Giants games; and

18 WHEREAS, According to KZSF 1370 AM, HSM has yet to fulfill their financial
19 obligation by paying for the rights to broadcast the games; and

20 WHEREAS, According to HSM there were no plans to cease broadcasting
21 games for the remainder of the season; however, there negotiations to be ironed out
22 with local stations; now, therefore, be it

23 RESOLVED, That the Board of Supervisors of the City and County of San
24 Francisco urges Hispanic Sports Marketing to expeditiously finalize negotiations with
25 KZSF 1370 AM so that Spanish language broadcast of the Giants games can continue;
and be it

Supervisors Ammiano, Bierman, Becerril

FURTHER RESOLVED, The Board of Supervisors instructs the Clerk of the Board to send a copy of the resolution to San Diego-based Hispanic Sports Marketing as well as to the San Francisco Bay Area's own KZSF 1370 AM.

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SUPERVISOR AMMIANO



City and County of San Francisco

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

Tails

Resolution

File Number: 001402

Date Passed:

Resolution urging Hispanic Sports Marketing to expeditiously finalize negotiations with KZSF 1370 AM so that Spanish language broadcast of the Giants games can continue.


August 7, 2000 Board of Supervisors — ADOPTED

Ayes: 10 - Ammiano, Becerril, Bierman, Katz, Kaufman, Leno, Newsom, Teng,
Yaki, Yee

Absent: 1 - Brown

File No. 001402

I hereby certify that the foregoing Resolution was ADOPTED on August 7, 2000 by the Board of Supervisors of the City and County of San Francisco.



Gloria L. Young
Clerk of the Board

AUG 18 2000

Date Approved



Mayor Willie L. Brown Jr.