

1 [Outreach Advertising]

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3 **Resolution designating El Mensajero, El Latino and El Reportero to be outreach**
4 **newspapers of the City and County of San Francisco for the Hispanic/Latino**
5 **community; designating the China Press, the Chinese Times and AsianWeek to be**
6 **outreach newspaper of the City and County of San Francisco for the Chinese**
7 **community; designating the San Francisco Bay View to be outreach newspaper of the**
8 **City and County of San Francisco for the African American community; designating**
9 **San Francisco Spectrum, the Bay Area Reporter and San Francisco Bay Times to be**
10 **outreach newspapers of the City and County of San Francisco for the Gay/Lesbian/Bi-**
11 **sexual/Transgender community; designating Mo Magazine to be outreach newspaper**
12 **of the City and County of San Francisco for the Southeast Asian community;**
13 **designating Russian Life to be outreach newspaper of the City and County of San**
14 **Francisco for the Russian community, designating Hokubei Mainichi to be outreach**
15 **newspaper of the City and County of San Francisco for the Japanese community, for**
16 **the fiscal year ending June 30, 2002.**

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18 WHEREAS, the voters, by passing Proposition J in 1994, mandated to provide
19 outreach advertising to those communities which may not be adequately served by the official
20 newspaper (s), pursuant to Article IX, Section 2.80 and 2.80-1 of the San Francisco
21 Administrative Code; and,

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23 WHEREAS, in each year, the Board of Supervisors shall designate the outreach
24 periodical for each outreach community, pursuant to Article IX, Section 2.81-3 of the San
25 Francisco Administrative Code;

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1 WHEREAS, if the Board of Supervisors finds that certain neighborhoods are not being
2 adequately served by the outreach periodicals, the Board may authorize additional advertising
3 in neighborhood publications which target certain neighborhoods in San Francisco, pursuant
4 to Article IX, Section 2.81-4 of the San Francisco Administrative Code;

5 WHEREAS, the Hispanic/Latino community would not be adequately served by one
6 responsive bidder;

7 WHEREAS, the Chinese community would not be adequately served by one outreach
8 newspaper;

9 WHEREAS, bids were solicited and no responsive bids were received from the African
10 American community;

11 WHEREAS, bids were solicited and no responsive bids were received from the
12 Gay/Lesbian/Bi-sexual/Transgender community;

13 WHEREAS, the Board of Supervisors in Resolution No. 841-00, passed October 2,
14 2000, in part, expressed a desire to provide outreach advertising to the Russian and
15 Southeast Asian communities; now therefore, be it

16 RESOLVED, that El Mensajero, El Latino and El Reportero, newspapers which
17 circulate primarily in the Hispanic/Latino community, are hereby designated to provide
18 outreach advertising services for the City and County of San Francisco for the Hispanic/Latino
19 community for the fiscal year ending June 30, 2002; and, be it

20 FURTHER RESOLVED, that the China Press, Chinese Times and AsianWeek,
21 newspapers which circulate primarily in the Chinese community, are hereby designated to
22 provide outreach advertising services for the City and County of San Francisco for the
23 Hispanic/Latino community for the fiscal year ending June 30, 2002; and, be it

24 FURTHER RESOLVED, that the San Francisco Bay View, newspaper which circulates
25 primarily in the African American community, is hereby designated to provide outreach

1 advertising services for the City and County of San Francisco for the African American
2 community for the fiscal year ending June 30, 2002; and, be it

3 FURTHER RESOLVED, that the San Francisco Spectrum, the Bay Area Reporter and
4 the San Francisco Bay Times, newspapers which circulate primarily in the Gay/Lesbian/Bi-
5 sexual/Transgender community are hereby designated to provide outreach advertising
6 services for the City and County of San Francisco for the Gay/Lesbian/Bi-sexual/Transgender
7 community for the fiscal year ending June 30, 2002; and, be it

8 FURTHER RESOLVED, that Mo Magazine, newspaper which circulates primarily in the
9 Southeast Asian community, is hereby designated to provide outreach advertising services for
10 the City and County of San Francisco for the Southeast Asian community for the fiscal year
11 ending June 30, 2002; and, be it

12 FURTHER RESOLVED, that Russian Life, newspaper which circulates primarily in the
13 Russian community, is hereby designated to provide outreach advertising services for the City
14 and County of San Francisco for the Russian community for the fiscal year ending June 30,
15 2002; and, be it

16 FURTHER RESOLVED, that Hokubei Mainichi, newspaper which circulates primarily in
17 the Japanese community, is hereby designated to provide outreach advertising services for
18 the City and County of San Francisco for the Japanese community for the fiscal year ending
19 June 30, 2002; and, be it

20 FURTHER RESOLVED, that expenditures for the outreach advertising program for
21 Fiscal Year 2001-2002 shall not exceed \$100,000 without further Board approval, and that all
22 advertising placed in these publications shall be done in a timely manner; and, be it

23 FURTHER RESOLVED, that the Purchaser is directed to review past billings by
24 outreach newspapers in order to make certain that the City has not paid more than it should
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1 have for advertising in these publications, and seek any necessary recovery for overpayments
2 by the City, if any has been made.

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