

1 [Outreach Advertising and Neighborhood Outreach Advertising for FY2014-2015]

2 **Resolution designating *Small Business Exchange* to be the outreach newspaper of the**
3 **City and County of San Francisco for the African American, Chinese and Hispanic**
4 **communities; *Sing Tao Daily* and *World Journal* to be the outreach newspapers of the**
5 **City and County of San Francisco for the Chinese community; *El Reportero* to be the**
6 **outreach newspaper of the City and County of San Francisco for the Hispanic**
7 **community; *San Francisco Bay View* to be the outreach newspaper of the City and**
8 **County of San Francisco for the African American community; *Bay Area Reporter* to be**
9 **the outreach newspaper of the City and County of San Francisco for the Lesbian, Gay,**
10 **Bisexual and Transgender community; *Central City Extra* to be the neighborhood**
11 **outreach newspaper of the City and County of San Francisco for the Central City**
12 **neighborhood; *The Western Edition* to be the neighborhood outreach newspaper of the**
13 **City and County of San Francisco for the Western Addition neighborhood; *Northside***
14 ***Publications/Marina Times* to be the neighborhood outreach newspaper of the City and**
15 **County of San Francisco for the Northern San Francisco neighborhood; *West Portal***
16 ***Monthly* to be the neighborhood outreach newspaper of the City and County of San**
17 **Francisco for the West Portal neighborhood; and *Potrero View* to be the neighborhood**
18 **outreach newspaper of the City and County of San Francisco for the Potrero Hill,**
19 **Dogpatch, Bayview, SOMA, Mission Bay neighborhoods; to provide outreach**
20 **advertising for Fiscal Year 2014-2015.**
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22 WHEREAS, The voters, by passing Proposition J in 1994, mandated outreach
23 advertising to those communities which may not be adequately served by the official
24 newspaper, pursuant to Section 2.80 and 2.80-1 of the Administrative Code; and
25

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 papers,
5 pursuant to Section 2.81-4 of the Administrative Code; now therefore, be it

6 RESOLVED, That the Board designates the following newspapers, which circulate
7 primarily in the indicated communities and are printed in San Francisco, to be the outreach
8 newspapers for the indicated communities for FY 2014-2015:

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|------------------------------------|--|
| 9 African American | <i>Small Business Exchange and the San Francisco</i> |
| | <i>Bay View</i> |
| 11 Chinese | <i>Small Business Exchange, Sing Tao Daily and</i> |
| | <i>World Journal</i> |
| 13 Hispanic | <i>Small Business Exchange and El Reportero</i> |
| 14 Lesbian, Gay, Bisexual | <i>Bay Area Reporter</i> |

15 FURTHER RESOLVED, That the Board designates the following neighborhood
16 outreach newspapers for the indicated neighborhood for Fiscal Year 2014-2015:

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| 17 Central City | <i>Central City Extra</i> |
| 18 Western Addition | <i>The Western Edition</i> |
| 19 Northern San Francisco | <i>Northside Publications/Marina Times</i> |
| 20 West Portal | <i>West Portal Monthly</i> |
| 21 Potrero Hill | <i>Potrero View; and be it</i> |

22 FURTHER RESOLVED, That the Office of Contract Administration is authorized to
23 execute contracts with these designated outreach newspapers and said contracts must fully
24 comply with all the contracting requirements of the City and County of San Francisco.