

1 [Outreach Advertising]

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3 **Resolution designating El Latino and El Reportero to be the outreach newspapers of**
4 **the City and County of San Francisco for the Hispanic community; Asian Week,**
5 **Chinese Times, China Press, Sing Tao Daily and World Journal to be the outreach**
6 **newspapers of the City and County of San Francisco for the Chinese community; the**
7 **San Francisco Bay View to be the outreach newspaper of the City and County of San**
8 **Francisco for the African American community; and the Bay Area Reporter to be the**
9 **outreach newspaper of the City and County of San Francisco for the Gay, Lesbian, Bi-**
10 **sexual and Transgender community, to provide outreach advertising services for the**
11 **fiscal year commencing July 1, 2004 and ending June 30, 2005.**

12
13 WHEREAS, the voters, by passing Proposition J in 1994, mandated to provide
14 outreach advertising to those communities which may not be adequately served by the official
15 newspaper (s), pursuant to Article IX, Section 2.80 and 2.80-1 of the San Francisco
16 Administrative Code; and,

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18 WHEREAS, in each year, the Board of Supervisors shall designate the outreach
19 periodical for each outreach community, pursuant to Article IX, Section 2.81-3 of the San
20 Francisco Administrative Code; now therefore, be it

21
22 RESOLVED, that El Latino, a newspaper which circulates primarily in the Hispanic
23 community of San Francisco and which is printed in San Francisco on one or more days in a
24 calendar week, is hereby designated as the outreach newspaper of the City and County of
25 San Francisco for the Hispanic community, commencing July 1, 2004, for the publication of

1 outreach advertising as determined by the Clerk of the Board of Supervisors in accordance
2 with Section 2.80-1(d) of the San Francisco Administrative Code; and, be it

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4 FURTHER RESOLVED, that El Reportero, a newspaper which circulates primarily in
5 the Hispanic community of San Francisco and which is printed in San Francisco on one or
6 more days in a calendar week, is hereby designated as the outreach newspaper of the City
7 and County of San Francisco for the Hispanic community, commencing July 1, 2004, for the
8 publication of outreach advertising as determined by the Clerk of the Board of Supervisors in
9 accordance with Section 2.80-1(d) of the San Francisco Administrative Code; and, be it

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11 FURTHER RESOLVED, that Asian Week, a newspaper which circulates primarily in
12 the Chinese community of San Francisco and which is printed in San Francisco on one or
13 more days in a calendar week, is hereby designated as the outreach newspaper of the City
14 and County of San Francisco for the Chinese community, commencing July 1, 2004, for the
15 publication of outreach advertising as determined by the Clerk of the Board of Supervisors in
16 accordance with Section 2.80-1(d) of the San Francisco Administrative Code; and, be it

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18 FURTHER RESOLVED, that The Chinese Times, a newspaper which circulates
19 primarily in the Chinese community of San Francisco on one or more days in a calendar
20 week, is hereby designated as the outreach newspaper of the City and County of San
21 Francisco for the Chinese community, commencing July 1, 2004, for the publication of
22 outreach advertising as determined by the Clerk of the Board of Supervisors in accordance
23 with Section 2.80-1(d) of the San Francisco Administrative Code; and, be it

1 FURTHER RESOLVED, that The China Press, a newspaper which circulates primarily
2 in the Chinese community of San Francisco and which is printed in San Francisco on one or
3 more days in a calendar week, is hereby designated as the outreach newspaper of the City
4 and County of San Francisco for the Chinese community, commencing July 1, 2004, for the
5 publication of outreach advertising as determined by the Clerk of the Board of Supervisors in
6 accordance with Section 2.80-1(d) of the San Francisco Administrative Code; and, be it
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8 FURTHER RESOLVED, that The Sing Tao Daily, a newspaper which circulates
9 primarily in the Chinese community of San Francisco on one or more days in a calendar
10 week, is hereby designated as the outreach newspaper of the City and County of San
11 Francisco for the Chinese community, commencing July 1, 2004, for the publication of
12 outreach advertising as determined by the Clerk of the Board of Supervisors in accordance
13 with Section 2.80-1(d) of the San Francisco Administrative Code; and, be it
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15 FURTHER RESOLVED, that The World Journal, a newspaper which circulates
16 primarily in the Chinese community of San Francisco on one or more days in a calendar
17 week, is hereby designated as the outreach newspaper of the City and County of San
18 Francisco for the Chinese community, commencing July 1, 2004, for the publication of
19 outreach advertising as determined by the Clerk of the Board of Supervisors in accordance
20 with Section 2.80-1(d) of the San Francisco Administrative Code; and, be it
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22 FURTHER RESOLVED, that The San Francisco Bay View, a newspaper which
23 circulates primarily in the African American community of San Francisco and which is printed
24 in San Francisco on one or more days in a calendar week, is hereby designated as the
25 outreach newspaper of the City and County of San Francisco for the African American



City and County of San Francisco

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

Tails

Resolution

File Number: 040569

Date Passed:

Resolution designating El Latino and El Reportero to be the outreach newspapers of the City and County of San Francisco for the Hispanic community; Asian Week, Chinese Times, China Press, Sing Tao Daily, and World Journal to be the outreach newspapers of the City and County of San Francisco for the Chinese community; the San Francisco Bay View to be the outreach newspaper of the City and County of San Francisco for the African American community; and the Bay Area Reporter to be the outreach newspaper of the City and County of San Francisco for the Gay, Lesbian, Bisexual and Transgender community, to provide outreach advertising services for the fiscal year commencing July 1, 2004 and ending June 30, 2005.

May 25, 2004 Board of Supervisors — ADOPTED

Ayes: 10 - Alioto-Pier, Ammiano, Daly, Dufty, Gonzalez, Ma, Maxwell,
McGoldrick, Peskin, Sandoval

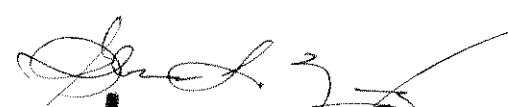
Excused: 1 - Hall

File No. 040569

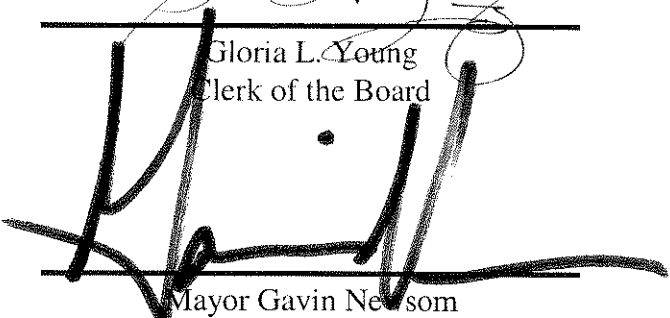
I hereby certify that the foregoing Resolution was ADOPTED on May 25, 2004 by the Board of Supervisors of the City and County of San Francisco.

JUN 04 2004

Date Approved



Gloria L. Young
Clerk of the Board



Mayor Gavin Newsom