

1 [Outreach Advertising]

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3 **Resolution designating El Latino and the El Reportero to be the outreach newspaper of**
4 **the City and County of San Francisco for the Hispanic community; San Francisco Bay**
5 **View to be the outreach newspaper of the City and County of San Francisco for the**
6 **African American community; the San Francisco Bay Times and the Bay Area Reporter**
7 **to be the outreach newspaper of the City and County of San Francisco for the Lesbian**
8 **Gay Bisexual Transgender community; and the China Press, the World Journal, and**
9 **Sing Tao to be the outreach newspaper of the City and county of San Francisco for the**
10 **Chinese community to provide outreach advertising services for the fiscal year**
11 **commencing July 1, 2006 and ending June 30, 2007.**

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

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

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RESOLVED, that El Latino and the El Reportero, a newspapers which circulates
primarily in the Hispanic community of San Francisco and which is printed in San Francisco
on one or more days in a calendar week, is hereby designated as the outreach newspaper of
the City and County of San Francisco for the Hispanic community, commencing July 1, 2006,

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

4 FURTHER RESOLVED, that San Francisco Bay View, a newspaper which circulates
5 primarily in the African American community of San Francisco and which is printed in San
6 Francisco on one or more days in a calendar week, is hereby designated as the outreach
7 newspaper of the City and County of San Francisco for the African American community,
8 commencing July 1, 2006, for the publication of outreach advertising as determined by the
9 Clerk of the Board of Supervisors in accordance with Section 2.80-1(d) of the San Francisco
10 Administrative Code; and, be it

11 FURTHER RESOLVED, that San Francisco Bay Times and the Bay Area Reporter, a
12 newspapers which circulates primarily in the Lesbian Gay Bi Sexual Transgender community
13 of San Francisco and which is printed in San Francisco on one or more days in a calendar
14 week, is hereby designated as the outreach newspaper of the City and County of San
15 Francisco for the Lesbian Gay Bi Sexual community, commencing July 1, 2006, for the
16 publication of outreach advertising as determined by the Clerk of the Board of Supervisors in
17 accordance with Section 2.80-1(d) of the San Francisco Administrative Code; and, be it

18 FURTHER RESOLVED, that China Press, World Journal, and Sing Tao , newspapers
19 which circulates primarily in the Chinese community of San Francisco and which is printed in
20 San Francisco on one or more days in a calendar week, is hereby designated as the outreach
21 newspaper of the City and County of San Francisco Chinese, commencing July 1, 2006, for
22 the publication of outreach advertising as determined by the Clerk of the Board of Supervisors
23 in accordance with Section 2.80-1(d) of the San Francisco Administrative Code; and, be it

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1 FURTHER RESOLVED, that the Office of Contract Administration is hereby authorized
2 to enter into contracts with El Latino, San Francisco Bay View, San Francisco Bay Times, El
3 Reportero, China Press, World Journal, Sing Tao, and the Bay Area Reporter and said
4 contracts must fully comply with all the contracting requirements of the City and County of San
5 Francisco.

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