

1 [Outreach Advertising]

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3 **Resolution designating El Reportero to be the outreach newspaper of the City and**  
4 **County of San Francisco for the Hispanic community; and, the San Francisco Bay**  
5 **View to be the outreach newspaper of the City for the African American community**  
6 **to provide outreach advertising services for the fiscal year commencing upon Board of**  
7 **Supervisors and Mayoral approval and ending June 30, 2006.**

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

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FURTHER RESOLVED, that San Francisco Bay View, a newspaper which circulates primarily in the African American 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 African American community, commencing upon Board of Supervisors and Mayoral approval, for the publication of outreach advertising as determined by the Clerk of the Board of Supervisors in accordance with Section 2.80-1(d) of the San Francisco Administrative Code; and, be it

FURTHER RESOLVED, that the Office of Contract Administration is hereby authorized to enter into contracts with El Reportero, and San Francisco Bay View and said contracts must fully comply with all the contracting requirements of the City and County of San Francisco.