

1 [Outreach Advertising]

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3 **Resolution designating El Latino to be the outreach newspaper of the City and**  
4 **County of San Francisco for the Hispanic community; Asian Week to be the outreach**  
5 **newspaper of the City and County of San Francisco for the Chinese community; and,**  
6 **the San Francisco Bay View to be the outreach newspaper of the City and**  
7 **County of San Francisco for the African American community, to provide outreach**  
8 **advertising services for the fiscal year commencing July 1, 2004 and ending June 30,**  
9 **2005.**

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

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

18 RESOLVED, that El Latino, a newspaper which circulates primarily in the Hispanic  
19 community of San Francisco and which is printed in San Francisco on one or more days in a  
20 calendar week, is hereby designated as the outreach newspaper of the City and County of  
21 San Francisco for the Hispanic 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

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

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

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