

1 [Outreach Community Advertising and Neighborhood Outreach Advertising - Small Business
2 Exchange; El Reportero; Bay Area Reporter; Jasmine Blue Media LLC, dba Marina Times;
3 The Potrero View; Sing Tao Daily; World Journal SF LLC; SF Bayview - FY2018-2019]

4 **Resolution designating *Small Business Exchange and SF Bayview* to be the outreach
5 periodical of the City and County of San Francisco for the African American
6 community; *Sing Tao Daily and World Journal SF LLC* to be the outreach periodical of
7 the City and County of San Francisco for the Chinese community; *El Reportero* to be
8 the outreach periodical of the City and County of San Francisco for the Hispanic
9 community; *Bay Area Reporter* to be the outreach periodical of the City and County of
10 San Francisco for the Lesbian, Gay, Bisexual and Transgender community; *Jasmine
11 Blue Media LLC (dba Marina Times)* to be the neighborhood outreach periodical of the
12 City and County of San Francisco for the Marina neighborhood; *The Potrero View* to be
13 the neighborhood outreach periodical of the City and County of San Francisco for the
14 Potrero Hill, Bayview, Mission Bay and SoMa neighborhoods; and to provide outreach
15 advertising for FY2018-2019.**

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17 WHEREAS, The voters, by passing Proposition J in 1994, mandated outreach
18 advertising to those communities which may not be adequately served by the official
19 newspaper, pursuant to Sections 2.80 and 2.80-1 of the Administrative Code; and

20 WHEREAS, In each year, the Board of Supervisors shall designate the outreach
21 periodical for each outreach community, pursuant to Section 2.81-3 of the Administrative
22 Code; and

23 WHEREAS, The Board of Supervisors may designate neighborhood outreach
24 periodical, pursuant to Section 2.81-4 of the Administrative Code; now, therefore, be it
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1 RESOLVED, That the Board designates the following periodicals, which circulate
2 primarily in the indicated communities, to be the outreach periodicals for the indicated
3 communities for FY2018-2019:

4 African American	<i>Small Business Exchange and SF Bayview</i>
5 Chinese	<i>Sing Tao Daily; and World Journal SF LLC</i>
6 Hispanic	<i>El Reportero</i>
7 Lesbian, Gay, Bisexual,	<i>Bay Area Reporter</i>
8 Transgender	

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10 FURTHER RESOLVED, That the Board designates the following neighborhood
11 outreach periodical for the indicated neighborhood(s) for FY2018-2019:

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13 Marina,	<i>Jasmine Blue Media LLC (DBA Marina Times)</i>
14 Potrero Hill, Bayview,	<i>The Potrero View</i>
15 Mission Bay and SOMA	

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17 FURTHER RESOLVED, That the Office of Contract Administration is hereby
18 authorized to enter into contracts with these designated outreach periodicals and said
19 contracts must be in accordance with all the contracting requirements of the City and County
20 of San Francisco.

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