

1 [Outreach Community Advertising and Neighborhood Outreach Advertising - *El Reportero*;
2 Bay Area Reporter; Jasmine Blue Media LLC, dba Marina Times; The Potrero View; World
3 Journal SF LLC; San Francisco Bay Times - FY2020-2021]

4 **Resolution designating *El Reportero* to be the outreach periodical of the City and**
5 **County of San Francisco for the Hispanic community; *World Journal SF LLC* to be the**
6 **outreach periodical of the City and County of San Francisco for the Chinese**
7 **community; *Bay Area Reporter and San Francisco Bay Times* to be the outreach**
8 **periodical of the City and County of San Francisco for the Lesbian, Gay, Bisexual and**
9 **Transgender community; *Jasmine Blue Media LLC (dba Marina Times)* to be the**
10 **neighborhood outreach periodical of the City and County of San Francisco for the**
11 **Marina, Cow Hollow, North Beach, and Chinatown neighborhoods; *The Potrero View* to**
12 **be the neighborhood outreach periodical of the City and County of San Francisco for**
13 **the Potrero Hill, Dogpatch, Mission Bay and Eastern SoMa neighborhoods; and to**
14 **provide outreach advertising for FY2020-2021.**

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

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

22 WHEREAS, The Board of Supervisors may designate neighborhood outreach
23 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 and are printed in San Francisco, to be the outreach
3 periodicals for the indicated communities for FY2020-2021:

- 4 Hispanic *El Reportero*
- 5 Chinese *World Journal SF LLC*
- 6 Lesbian, Gay, Bisexual, Transgender *Bay Area Reporter and*
7 *San Francisco Bay Times*

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9 FURTHER RESOLVED, That the Board designates the following neighborhood
10 outreach periodical for the indicated neighborhood(s) for FY2020-2021:

- 11
12 Marina, Cow Hollow, North Beach *Jasmine Blue Media LLC (DBA Marina Times)*
13 and Chinatown
- 14 Potrero Hill, Dogpatch, Mission Bay *The Potrero View*
15 and Eastern SOMA

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