

1 [Outreach Advertising and Neighborhood Outreach Advertising - FY2013-2014]

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3 **Resolution designating Small Business Exchange to be the outreach newspaper of the**
4 **City and County for the African American, Chinese, and Hispanic communities; Sing**
5 **Tao Daily and the World Journal for the Chinese community; El Mensajero and El**
6 **Reportero for the Hispanic community; San Francisco Bay View for the African**
7 **American community; Bay Area Reporter to be the outreach newspaper of the City and**
8 **County for the Lesbian, Gay, Bisexual, and Transgender Community; Central City Extra**
9 **to be the neighborhood outreach newspaper of the City and County for the Central City**
10 **Neighborhood; The Western Edition for the Western Addition Neighborhood; Potrero**
11 **View for the Potrero Hill, Dogpatch, Bayview, South of Market (SOMA), and Mission Bay**
12 **Neighborhoods; Northside Publications/Marina Times to be the neighborhood outreach**
13 **newspaper of the City and County for the Northern San Francisco Neighborhood; and**
14 **West Portal Monthly to be the neighborhood outreach newspaper of the City and**
15 **County for the West Portal Neighborhood; to provide outreach advertising for FY2013-**
16 **2014.**

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

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

24 WHEREAS, The Board of Supervisors may designate neighborhood outreach papers,
25 pursuant to Section 2.81-4 of the Administrative Code; now therefore, be it

1 RESOLVED, That the Board designates the following newspapers, which circulate
2 primarily in the indicated communities and are printed in San Francisco, to be the outreach
3 newspapers for the indicated communities for FY 13-14:

4 African American	Small Business Exchange and the San Francisco Bay View
5 Chinese	Small Business Exchange, Sing Tao Daily and
6	The World Journal
7 Hispanic	Small Business Exchange, El Mensajero and El Reportero
8 Lesbian, Gay, Bisexual	Bay Area Reporter; and, be it

9 FURTHER RESOLVED, that the Board designates the following neighborhood
10 outreach newspapers for the indicated neighborhood for FY 13-14:

11 Central City	Central City Extra
12 Northern San Francisco	Northside Publications/Marina Times
13 West Portal	West Portal Monthly;
14 Western Addition	The Western Edition
15 Potrero Hill, Dogpatch, Bayview,	
16 South of Market (SOMA), and	
17 Mission Bay Neighborhoods	Potrero View; and be it

18 FURTHER RESOLVED, That the Office of Contract Administration is authorized to
19 execute contracts with these designated outreach newspapers and said contracts must fully
20 comply with all the contracting requirements of the City and County of San Francisco.

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