

1 [Outreach Advertising]

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3 **Resolution approving additional funds for outreach advertising in fiscal year 2001-**
4 **2002.**

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

9 WHEREAS, in each year, the Board of Supervisors shall designate the outreach
10 periodical for each outreach community, pursuant to Article IX, Section 2.81-3 of the San
11 Francisco Administrative Code; and,

12 WHEREAS, by adopting Resolution No. 745-01 on October 1, 2001, the Board of
13 Supervisors designated the periodicals to provide outreach advertising and mandated that
14 expenditures for the outreach advertising program in Fiscal Year 2001-2002 shall not exceed
15 \$100,000 without further Board approval; and,

16 WHEREAS, the \$100,00 approved by the Board of Supervisors will be exhausted the
17 week of April 22, 2002 and additional funds in the amount of \$20,682 are needed to continue
18 the outreach advertising program for the remainder of Fiscal Year 2001-2002; now, therefore,
19 be it

20 RESOLVED, that the Board of Supervisors hereby approves funds in the amount of
21 \$20,682 to provide for outreach advertising expenditures in Fiscal Year 2001-2002.

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