

AMENDMENT OF THE WHOLE
7/16/03

FILE NO. 030505_____

RESOLUTION NO. _____

1 [Outreach Advertising]

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3 **Resolution designating the Asian Week, the China Press, the World Journal and**
4 **the Chinese Times to be outreach newspapers of the City and County of San Francisco**
5 **for the Chinese community; El Reportero, El Latino and El Mensajero to be outreach**
6 **newspapers of the City and County of San Francisco for the Hispanic community; the**
7 **Bay Area Reporter to be the outreach newspaper of the City and County of San**
8 **Francisco for the Lesbian/Gay/Bisexual/Transgender community; and the San**
9 **Francisco Bay View to be outreach newspaper of the City and County of San Francisco**
10 **for the African American community, for outreach advertising for the fiscal year**
11 **commencing July 1, 2003 and ending June 30, 2004.**

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

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

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22 WHEREAS, if the Board of Supervisors finds that certain neighborhoods are not being
23 adequately served by the outreach periodicals, the Board may authorize additional advertising
24 in neighborhood publications which target certain neighborhoods in San Francisco, pursuant
25 to Article IX, Section 2.81-4 of the San Francisco Administrative Code; and

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28 WHEREAS, the Chinese community would not be adequately served by one outreach
29 newspaper; and

1 WHEREAS, the Hispanic/Latino community would not be adequately served by one
2 outreach newspaper; now, therefore, be it

3 RESOLVED, that Asian Week, the China Press, the World Journal and the Chinese
4 Times, newspapers which circulates primarily in the Chinese community of San Francisco and
5 which are circulated in San Francisco on one or more days in a calendar week, are hereby
6 designated as outreach newspapers of the City and County of San Francisco for the Chinese
7 community, commencing July 1, 2003, for the publication of outreach advertising as
8 determined by the Clerk of the Board of Supervisors in accordance with Section 2.80-1(d) of
9 the San Francisco Administrative Code; and, be it

10 FURTHER RESOLVED, that El Reportero, El Latino, and El Mensajero, newspapers
11 which circulate primarily in the Hispanic community of San Francisco and which are circulated
12 in San Francisco on one or more days in a calendar week, are hereby designated as outreach
13 newspapers of the City and County of San Francisco for the Hispanic community,
14 commencing July 1, 2003, for the publication of outreach advertising as determined by the
15 Clerk of the Board of Supervisors in accordance with Section 2.80-1(d) of the San Francisco
16 Administrative Code; and, be it

17 FURTHER RESOLVED, that the Bay Area Reporter, a newspaper which circulated
18 primarily in the Lesbian/Gay/Bisexual/Transgender community, is hereby designated as the
19 outreach newspaper of the City and County of San Francisco for the
20 Lesbian/Gay/Bisexual/Transgender community, commencing July 1, 2003, for the publication
21 of outreach advertising as determined by the Clerk of the Board of Supervisors in accordance
22 with Section 2.80-1(d) of the San Francisco Administrative Code; and, be it

23 FURTHER RESOLVED, that the San Francisco Bay View, a newspaper which
24 circulates primarily in the African American community, is hereby designated as the outreach
25 newspaper of the City and County of San Francisco for the African American community,

1 commencing July 1, 2003, for the publication of outreach advertising as determined by the
2 Clerk of the Board of Supervisors in accordance with Section 2.80-1(d) of the San Francisco
3 Administrative Code; and, be it

4 FURTHER RESOLVED, that the Office of Contract Administration is hereby authorized
5 to execute contracts with Asian Week, the China Press, the World Journal, the Chinese
6 Times, El Reportero, El Latino, El Mensajero, the Bay Area Reporter and the San Francisco
7 Bay View and said contracts must fully comply with all the contracting requirements of the City
8 and County of San Francisco, provided that the rates paid for advertising in these outreach
9 newspapers shall not exceed the rates paid for advertising in the same newspapers during
10 fiscal year 2002-2003.

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