

1 [Outreach Advertising]

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3 **Resolution designating *El Reportero* to be the outreach newspaper of the City and**  
4 **County of San Francisco for the Hispanic community; *San Francisco Bay View* to be**  
5 **the outreach newspaper of the City and County of San Francisco for the African**  
6 **American community; and, the *Asian Week, China Press, World Journal, and Sing Tao* to be the**  
7 **outreach newspapers of the City and County of San Francisco for the Chinese Community, to**  
8 **provide outreach advertising services from July 1, 2007 through June 30, 2008.**

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10 WHEREAS, the voters, by passing Proposition J in 1994, mandated to provide outreach  
11 advertising to those communities which may not be adequately served by the official newspaper (s),  
12 pursuant to Sections 2.80 and 2.80-1 of the San Francisco Administrative Code; and,

13 WHEREAS, in each year, the Board of Supervisors shall designate the outreach  
14 periodical for each outreach community, pursuant to Section 2.81-3 of the San Francisco  
15 Administrative Code; now therefore, be it

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17 **RESOLVED, that *El Reportero*, a newspaper which circulates primarily in the Hispanic**  
18 **community of San Francisco and which is printed in San Francisco on one or more days in a calendar**  
19 **week, is hereby designated as the outreach newspaper of the City and County of San Francisco for the**  
20 **Hispanic community, commencing July 1, 2007, for the publication of outreach advertising as**  
21 **determined by the Clerk of the Board of Supervisors in accordance with Section 2.80-1(d) of the San**  
22 **Francisco Administrative Code; and, be it**

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24 **FURTHER RESOLVED, that *San Francisco Bay View*, a newspaper which circulates primarily**  
25 **in the African American community of San Francisco and which is printed in San Francisco on one or**

1 more days in a calendar week, is hereby designated as the outreach newspaper of the City and County  
2 of San Francisco for the African American community, commencing July 1, 2007, for the publication  
3 of outreach advertising as determined by the Clerk of the Board of Supervisors in accordance with  
4 Section 2.80-1(d) of the San Francisco Administrative Code; and, be it

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6 FURTHER RESOLVED, that *Asian Week, China Press, World Journal, and Sing Tao*, a  
7 newspapers which circulates primarily in the Chinese community of San Francisco and which is printed  
8 in San Francisco on one or more days in a calendar week, is hereby designated as the outreach  
9 newspaper of the City and County of San Francisco for the Chinese community, commencing July 1,  
10 2007, for the publication of outreach advertising as determined by the Clerk of the Board of  
11 Supervisors in accordance with Section 2.80-1(d) of the San Francisco Administrative Code; and, be it

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13 FURTHER RESOLVED, that the Office of Contract Administration is hereby authorized to  
14 enter into contracts with *El Reportero, San Francisco Bay View*, ~~and *Asian Week, China Press, World*~~  
15 ~~*Journal, and Sing Tao*~~ and said contracts must fully comply with all the contracting requirements of the  
16 City and County of San Francisco.

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# City and County of San Francisco

City Hall  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4689

## Tails Resolution

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**File Number:** 070832

**Date Passed:**

Resolution designating El Reportero to be the outreach newspaper of the City and County of San Francisco for the Hispanic community; San Francisco Bay View to be the outreach newspaper of the City and County of San Francisco for the African American community; and, the Asian Week, China Press, World Journal, and Sing Tao to be the outreach newspapers of the City and County of San Francisco for the Chinese Community, to provide outreach advertising services from July 1, 2007 through June 30, 2008.

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June 26, 2007 Board of Supervisors — ADOPTED

Ayes: 11 - Alioto-Pier, Ammiano, Daly, Dufty, Elsbernd, Jew, Maxwell,  
McGoldrick, Mirkarimi, Peskin, Sandoval

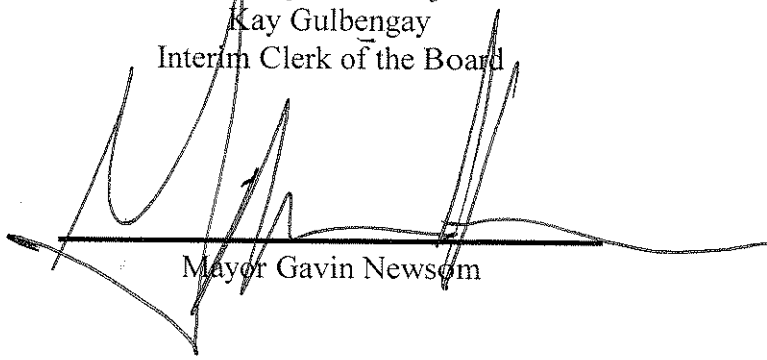
File No. 070832

I hereby certify that the foregoing Resolution was ADOPTED on June 26, 2007 by the Board of Supervisors of the City and County of San Francisco.



Kay Gulbengay  
Interim Clerk of the Board

JUN 29 2007  
Date Approved



Mayor Gavin Newsom