

1 [Outreach Advertising and Neighborhood Outreach Advertising for FY2011-2012]

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3 **Resolution designating *El Reportero* to be the outreach newspaper of the City and County for**  
4 **the Hispanic community, *Bay Area Reporter* to be the outreach newspaper of the City and**  
5 **County for the Lesbian, Gay, Bisexual community, and the *West Portal Monthly* to be the**  
6 **neighborhood outreach newspaper for the West Portal neighborhood, to provide outreach**  
7 **advertising for FY 2011-2012.**

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

12 WHEREAS, in each year, the Board of Supervisors shall designate the outreach periodical for  
13 each outreach community, pursuant to Section 2.81-3 of the Administrative Code; and

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

16 RESOLVED, that the Board designates the following newspapers, which circulate primarily  
17 in the indicated communities and are printed in San Francisco, to be the outreach newspapers for the  
18 indicated communities for FY 11-12:

- 19 Hispanic *El Reportero*;
- 20 Lesbian, Gay, Bisexual *Bay Area Reporter*; and be it

21 FURTHER RESOLVED, that the Board designates the following neighborhood outreach  
22 newspaper for the indicated neighborhood for FY 11-12:

- 23 West Portal *West Portal Monthly*, and be it

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1           FURTHER RESOLVED, that the Office of Contract Administration is authorized to execute  
2 contracts with these designated outreach newspapers and said contracts must fully comply with all  
3 the contracting requirements of the City and County of San Francisco.

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