

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; Bay**  
5 **Area Reporter to be the outreach newspaper of the City and County for the Lesbian,**  
6 **Gay, Bisexual, and Transgender Community; Central City Extra to be the neighborhood**  
7 **outreach newspaper of the City and County for the Central City Neighborhood;**  
8 **Northside Publications/Marina Times to be the neighborhood outreach newspaper of**  
9 **the City and County for the Northern San Francisco Neighborhood; and West Portal**  
10 **Monthly to be the neighborhood outreach newspaper of the City and County for the**  
11 **West Portal Neighborhood; to provide outreach advertising for FY2013-2014.**

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

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

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

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

- |    |                  |                                |
|----|------------------|--------------------------------|
| 24 | African American | <i>Small Business Exchange</i> |
| 25 | Chinese          | <i>Small Business Exchange</i> |

1           Hispanic                           *Small Business Exchange*

2           Lesbian, Gay, Bisexual   *Bay Area Reporter*

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

5           Central City                       *Central City Extra*

6           Northern San Francisco   *Northside Publications/Marina Times*

7           West Portal                         *West Portal Monthly*; and be it

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

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