

1 [Outreach Community Advertising and Outreach Neighborhood Advertising - Bay Area
2 Reporter; World Journal SF; El Reportero; San Francisco Bay View; Noe Valley Voice; Marina
3 Times; El Tecolote Newspaper; Wind Newspaper - FY2021-2022]

4 **Resolution designating *Bar Media, Inc. (dba Bay Area Reporter)* to be the outreach
5 community periodical of the City and County of San Francisco for the Lesbian, Gay,
6 Bisexual and Transgender community; *World Journal SF, LLC.* to be the outreach
7 community periodical of the City and County of San Francisco for the Chinese
8 community; *El Reportero, LLC.* to be the outreach community periodical of the City and
9 County of San Francisco for the Hispanic community; *SF Bay View, Inc. (dba San
10 Francisco Bay View National Black Newspaper)* to be the outreach neighborhood
11 periodical of the City and County of San Francisco for the Bayview and Hunter’s Point
12 neighborhoods; *Bar Media, Inc. (dba Bay Area Reporter)* to be the outreach
13 neighborhood periodical of the City and County of San Francisco for the Castro and
14 Noe Valley neighborhoods; *The Noe Valley Voice* to be the outreach neighborhood
15 periodical of the City and County of San Francisco for the Noe Valley neighborhood;
16 *Street Media Media LLC (dba Marina Times)* to be the neighborhood outreach periodical
17 of the City and County of San Francisco for the Marina, Cow Hollow, Russian Hill, Nob
18 Hill, North Beach and Embarcadero neighborhoods; *Accion Latina (dba El Tecolote
19 Newspaper)* to be the outreach neighborhood periodical of the City and County of San
20 Francisco for the Mission neighborhood; *Wind Newspaper* to be the outreach
21 neighborhood periodical of the City and County of San Francisco for the Chinatown
22 neighborhood; and to provide outreach advertising for Fiscal Year (FY) 2021-2022.**

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

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

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

9 RESOLVED, That the Board designates the following periodicals, which circulate
10 primarily in the indicated communities and are printed in San Francisco, to be the outreach
11 periodicals for the indicated communities for FY2021-2022:

12 Hispanic	<i>El Reportero</i>
13 Chinese	<i>World Journal SF</i>
14 Lesbian, Gay, Bisexual, Transgender	<i>Bay Area Reporter</i>

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16 FURTHER RESOLVED, That the Board designates the following neighborhood
17 outreach periodicals for the indicated neighborhood(s) for FY2021-2022:

18 Bay View and Hunter's Point	<i>San Francisco Bay View</i>
19 Castro and Noe Valley	<i>Bay Area Reporter</i>
20 Noe Valley	<i>Noe Valley Voice</i>
21 Marina Cow, Cow Hollow, 22 Russian Hill, Nob Hill, North 23 Beach, and Embarcadero	<i>Marina Times</i>
24 Mission	<i>El Tecolote Newspaper</i>
25 Chinatown	<i>Wind Newspaper</i>

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FURTHER RESOLVED, That the Office of Contract Administration is hereby authorized to enter into contracts with these designated outreach periodicals and said contracts must be in accordance with all the contracting requirements of the City and County of San Francisco; and, be it

FURTHER RESOLVED, That within 30 days of the contracts being fully-executed by all parties, the Office of Contract Administration shall provide the final contracts to the Clerk of the Board for inclusion into the official file.