

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* to be the outreach newspaper of the City**  
7 **and County of San Francisco for the Chinese Community, to provide outreach**  
8 **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*, a newspaper which circulates primarily in the  
7 Chinese community of San Francisco and which is printed in San Francisco on one or more days in a  
8 calendar week, is hereby designated as the outreach newspaper of the City and County of San Francisco  
9 for the Chinese community, commencing July 1, 2007, for the publication of outreach advertising as  
10 determined by the Clerk of the Board of Supervisors in accordance with Section 2.80-1(d) of the San  
11 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* and said contracts  
15 must fully comply with all the contracting requirements of the City and County of San Francisco.

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