

1 [Outreach Advertising and Neighborhood Outreach Advertising - FY2015-2016]

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3 **Resolution designating *Small Business Exchange* to be the outreach newspaper of the**
4 **City and County of San Francisco for the African American community; *Bay Area***
5 ***Reporter* to be the outreach newspaper of the City and County of San Francisco for the**
6 **Lesbian, Gay, Bisexual, and Transgender community; *Sing Tao Daily* and *World***
7 ***Journal* to be the outreach newspapers of the City and County of San Francisco for the**
8 **Chinese community; *SF Weekly* to be the outreach newspaper of the City and County**
9 **of San Francisco for the African-American, Chinese, Hispanic and Lesbian, Gay,**
10 **Bisexual, and Transgender communities; *Central City Extra* to be the neighborhood**
11 **outreach newspaper of the City and County of San Francisco for the Central City**
12 **neighborhood; *Jasmine Blue Media/Marina Times* to be the neighborhood outreach**
13 **newspaper of the City and County of San Francisco for the Northern San Francisco**
14 **neighborhood; and *Potrero View* to be the neighborhood outreach newspaper of the**
15 **City and County of San Francisco for the Potrero Hill, Dogpatch, Bayview, SOMA,**
16 **Mission Bay neighborhoods; to provide outreach advertising for FY2015-2016.**

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

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

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

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1 RESOLVED, That the Board designates the following newspapers, which circulate
2 primarily in the indicated communities and are printed in San Francisco, to be the outreach
3 newspapers for the indicated communities for FY2015-2016:

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| 4 African American | <i>Small Business Exchange and</i> |
| 5 | <i>SF Weekly</i> |
| 6 Chinese | <i>SF Weekly, Sing Tao Daily and World</i> |
| 7 | <i>Journal</i> |
| 8 Hispanic | <i>SF Weekly</i> |
| 9 Lesbian, Gay, Bisexual and Transgender | <i>Bay Area Reporter and SF Weekly</i> |

10 FURTHER RESOLVED, That the Board designates the following neighborhood
11 outreach newspapers for the indicated neighborhood for FY2015-2016:

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|---------------------------|--|
| 12 Central City | <i>Central City Extra</i> |
| 13 Northern San Francisco | <i>Jasmine Blue Media/Marina Times</i> |
| 14 Potrero Hill | <i>Potrero View; and, be it</i> |

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

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