



**San Francisco Office of the City Administrator
City Administrator Carmen Chu**

FY23-24 Official Newspaper and Outreach Periodicals

Files [230738](#) and [230737](#)

Office of Contract Administration

Board of Supervisors' Budget and Finance Committee
July 12, 2023

Background: Official & Outreach Advertising

- In 1994, voters passed Proposition J, mandating the Board of Supervisors to designate each Fiscal Year the Official Newspaper and Outreach Periodicals for publication of official City notices.
- Pursuant to Administrative Code Sections 2.81 through 2.81-4:
 - The Office of Contract Administration (OCA) annually issues solicitations for selection of Official Newspaper and Outreach Periodicals
 - Solicitations are based on Administrative Code-mandated evaluation requirements
 - OCA makes recommendation for designations and award of contracts to the Board of Supervisors
 - The Board of Supervisors, by resolution, designates Official Newspaper and Outreach Periodicals and authorizes contract award

Definitions & Minimum Requirements per Administrative Code Sections 2.80-1 – 2.81-4

■ Official Newspaper

- ✓ Printed in San Francisco on three or more days in a calendar week
- ✓ Circulation of at least 50,000 copies per calendar week

- Outreach Community: (1) the Lesbian/Gay/Bisexual community, (2) the African American community, (3) the Hispanic community, and (4) the Chinese community. *The Board of Supervisors may determine different outreach communities from time to time.*

■ Outreach Community Periodical

- ✓ Printed in San Francisco on one or more days in a week
- ✓ Primary circulation in the Outreach Community

■ Outreach Neighborhood Periodical

- ✓ Printed on one or more days in a month
- ✓ Primary circulation in the neighborhood (*"neighborhood" not defined in Code*)

Official Newspaper

Summary

- Two proposals submitted.
- One deemed non-responsive.

OCA Recommendation for Designation and Contract Award

- *Clinton Reilly Communications, dba San Francisco Examiner*: the sole responsive proposer meeting all qualifications set forth in the Administrative Codes Sec. 2.80 through 2.81.

NEWSPAPER	RESPONSIVE? <small>(MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE Sec. 2.80 & 2.81)</small>	OCA RECOMMENDATION
Clinton Reilly Communications, dba San Francisco Examiner	YES	DESIGNATE & AWARD OFFICIAL ADVERTISING CONTRACT
San Francisco Chronicle	NO <i>Not printed in San Francisco</i>	<i>Non-Responsive; cannot recommend</i>

Outreach Periodical

Summary

- Eleven (11) proposals submitted.
- Seven (7) of the eleven (11) proposals were deemed responsive as they met all of the minimum qualifications requirements per Code.

OCA Recommendation for Designation and Contract Award

- OCA Recommendation based upon highest rated proposer per category who met all qualification requirements as set forth in San Francisco Administrative Codes 2.80 through 2.81.

Outreach Community Periodical

OUTREACH COMMUNITY	PERIODICAL	RESPONSIVE? <i>(MEETS ADMIN CODE Sec. 2.80 & 2.81 REQUIREMENTS)</i>	RANK IN COMMUNITY CATEGORY	OCA RECOMMENDATION FOR DESIGNATION & AWARD
Lesbian, Gay, Bisexual, Transgender	Bar Media, Inc. dba Bay Area Reporter	YES	1	YES
Hispanic	El Reportero LLC	NO <i>Not printed in SF</i>	N/A	NO <i>Non-Responsive; cannot recommend</i>
Chinese	Sing Tao Daily	NO <i>Not printed in SF</i>	N/A	NO <i>Non-Responsive; cannot recommend</i>
	Wind Newspaper	YES	1	YES

- *No proposals received for African American Outreach Community*

Outreach Neighborhood Periodical

OUTREACH NEIGHBORHOOD	PERIODICAL	RESPONSIVE? <i>(MEETS ADMIN CODE Sec. 2.80 & 2.81 REQUIREMENTS)</i>	RANK	OCA RECOMMENDATION FOR DESIGNATION & AWARD
Mission	Acción Latina dba El Tecolote Newspaper	YES	1	YES
Castro, Noe Valley, Duboce Triangle Neighborhoods	Bar Media, Inc. dba Bay Area Reporter	YES	1	YES
Potrero Hill, Dogpatch, Mission Bay, E. SOMA, Bayview	Potrero View	NO	N/A	NO <i>Non-responsive; cannot recommend</i>
Richmond District and Sunset District	Richmond Review and Sunset Beacon	NO	N/A	NO <i>Non-responsive; cannot recommend</i>
Castro	Sullivan Communications dba San Francisco Bay Times	YES	1	YES
Chinatown, Richmond, Sunset, Portola, Visitacion Valley, Excelsior, Tenderloin	Wind Newspaper	YES	1	YES
All other underrepresented neighborhoods	Hearst Communications, Inc. dba SF Chronicle	YES	1	YES

Thank You