

1 [Outreach Advertising for FY 09-10]

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3 **Resolution designating the *Bay Area Reporter* to be the outreach newspaper of the City**
4 **and County for the Gay, Lesbian, Bisexual community, and *El Reportero* to be the**
5 **outreach newspaper of the City and County for the Hispanic community, to provide**
6 **outreach advertising for Fiscal Year 09-10.**

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

11 WHEREAS, In each year, the Board of Supervisors shall designate the outreach
12 periodical for each outreach community, pursuant to Section 2.81-3 of the Administrative
13 Code; now therefore, be it

14 RESOLVED, That the Board designates the following newspapers, which circulate
15 primarily in the indicated communities and are printed in San Francisco, to be the outreach
16 newspapers for the indicated communities for FY 09-10:

17 Gay, Lesbian, Bisexual *Bay Area Reporter,*
18 Hispanic *El Reportero;* and be it

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

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