

1 [Outreach Advertising]

2

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*, *China Press*, *World Journal*, and *Sing Tao* to be the**
7 **outreach newspapers of the City and County of San Francisco for the Chinese Community, to**
8 **provide outreach advertising services from July 1, 2007 through June 30, 2008.**

9

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

16

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

23

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

5
6 FURTHER RESOLVED, that *Asian Week, China Press, World Journal, and Sing Tao*, a
7 newspapers which circulates primarily in the Chinese community of San Francisco and which is printed
8 in San Francisco on one or more days in a calendar week, is hereby designated as the outreach
9 newspaper of the City and County of San Francisco for the Chinese community, commencing July 1,
10 2007, for the publication of outreach advertising as determined by the Clerk of the Board of
11 Supervisors in accordance with Section 2.80-1(d) of the San Francisco Administrative Code; and, be it

12
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, China Press, World*
15 *Journal, and Sing Tao* and said contracts must fully comply with all the contracting requirements of the
16 City and County of San Francisco.

17
18
19
20
21
22
23
24
25