

1 [Outreach Community Advertising and Neighborhood Outreach Advertising - San Francisco
2 Print Media Co., dba SF Weekly; Small Business Exchange, San Francisco Bayview, Sing
3 Tao Daily, El Reportero, Bay Area Reporter, Central City Extra; Jasmine Blue Media, dba
4 Marina Times; The Potrero View - FY2016-2017]

4 **Resolution designating *San Francisco Print Media Co., dba SF Weekly (SF Weekly),***
5 ***Small Business Exchange, and San Francisco Bayview* to be the outreach periodicals**
6 **of the City and County of San Francisco for the African American community; Sing Tao**
7 **Daily and *SF Weekly* to be the outreach periodicals of the City and County of San**
8 **Francisco for the Chinese community; El Reportero and *SF Weekly* to be the outreach**
9 **periodicals of the City and County of San Francisco for the Latino community; Bay**
10 **Area Reporter and *SF Weekly* to be the outreach periodicals of the City and County of**
11 **San Francisco for the Lesbian, Gay, Bisexual, and Transgender communities; *Central***
12 ***City Extra* to be the neighborhood outreach periodical of the City and County of San**
13 **Francisco for the Central Market and Tenderloin neighborhoods; *Jasmine Blue Media,***
14 **dba *Marina Times,* to be the neighborhood outreach periodical of the City and County**
15 **of San Francisco for the Marina and Cow Hollow neighborhoods; and *The Potrero View***
16 **to be the neighborhood outreach periodical of the City and County of San Francisco for**
17 **the Potrero Hill, Bayview, Mission Bay, and SoMa neighborhoods; to provide outreach**
18 **advertising for FY2016-2017.**

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

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

1 WHEREAS, The Board of Supervisors may designate neighborhood outreach
2 periodical, pursuant to Administrative Code, Section 2.81-4; now therefore, be it

3 RESOLVED, That the Board designates the following periodicals, which circulate
4 primarily in the indicated communities and are printed in San Francisco, to be the outreach
5 periodicals for the indicated communities for FY2016-2017:

6 African American *SF Weekly, Small Business Exchange and San*
7 *Francisco Bayview*

8 Chinese *SF Weekly & Sing Tao Daily*

9 Hispanic *SF Weekly & El Reportero*

10 Lesbian, Gay, Bisexual, *SF Weekly & Bay Area Reporter*

11 Transgender

12 FURTHER RESOLVED, That the Board designates the following neighborhood
13 outreach periodicals for the indicated neighborhood(s) for FY2016-2017:

14 Central Market and *Central City Extra*

15 Tenderloin

16 Marina and Cow Hollow *Jasmine Blue Media, doing business as Marina*
17 *Times*

18 Potrero Hill, Bayview, Mission *The Potrero View; and be it*

19 Bay and SoMa

20 FURTHER RESOLVED, That the Office of Contract Administration is hereby
21 authorized to enter into contracts with these designated outreach periodicals and said
22 contracts must be in accordance with all the contracting requirements of the City and County
23 of San Francisco.

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