

1 [Outreach Advertising]

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3 **Resolution designating El Latino and El Reportero to be the outreach newspapers of**  
 4 **the City and County of San Francisco for the Hispanic community; Asian Week,**  
 5 **Chinese Times, China Press, Sing Tao Daily and World Journal to be the outreach**  
 6 **newspapers of the City and County of San Francisco for the Chinese community; the**  
 7 **San Francisco Bay View to be the outreach newspaper of the City and County of San**  
 8 **Francisco for the African American community; and the Bay Area Reporter to be the**  
 9 **outreach newspaper of the City and County of San Francisco for the Gay, Lesbian, Bi-**  
 10 **sexual and Transgender community, to provide outreach advertising services for the**  
 11 **fiscal year commencing July 1, 2004 and ending June 30, 2005.**

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13 WHEREAS, the voters, by passing Proposition J in 1994, mandated to provide  
 14 outreach advertising to those communities which may not be adequately served by the official  
 15 newspaper (s), pursuant to Article IX, Section 2.80 and 2.80-1 of the San Francisco  
 16 Administrative Code; and,

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18 WHEREAS, in each year, the Board of Supervisors shall designate the outreach  
 19 periodical for each outreach community, pursuant to Article IX, Section 2.81-3 of the San  
 20 Francisco Administrative Code; now therefore, be it

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22 RESOLVED, that El Latino, a newspaper which circulates primarily in the Hispanic  
 23 community of San Francisco and which is printed in San Francisco on one or more days in a  
 24 calendar week, is hereby designated as the outreach newspaper of the City and County of  
 25 San Francisco for the Hispanic community, commencing July 1, 2004, for the publication of

1 outreach advertising as determined by the Clerk of the Board of Supervisors in accordance  
2 with Section 2.80-1(d) of the San Francisco Administrative Code; and, be it

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4 FURTHER RESOLVED, that El Reportero, a newspaper which circulates primarily in  
5 the Hispanic community of San Francisco and which is printed in San Francisco on one or  
6 more days in a calendar week, is hereby designated as the outreach newspaper of the City  
7 and County of San Francisco for the Hispanic community, commencing July 1, 2004, for the  
8 publication of outreach advertising as determined by the Clerk of the Board of Supervisors in  
9 accordance with Section 2.80-1(d) of the San Francisco Administrative Code; and, be it

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11 FURTHER RESOLVED, that Asian Week, a newspaper which circulates primarily in  
12 the Chinese community of San Francisco and which is printed in San Francisco on one or  
13 more days in a calendar week, is hereby designated as the outreach newspaper of the City  
14 and County of San Francisco for the Chinese community, commencing July 1, 2004, for the  
15 publication of outreach advertising as determined by the Clerk of the Board of Supervisors in  
16 accordance with Section 2.80-1(d) of the San Francisco Administrative Code; and, be it

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18 FURTHER RESOLVED, that The Chinese Times, a newspaper which circulates  
19 primarily in the Chinese community of San Francisco on one or more days in a calendar  
20 week, is hereby designated as the outreach newspaper of the City and County of San  
21 Francisco for the Chinese community, commencing July 1, 2004, for the publication of  
22 outreach advertising as determined by the Clerk of the Board of Supervisors in accordance  
23 with Section 2.80-1(d) of the San Francisco Administrative Code; and, be it

1           FURTHER RESOLVED, that The China Press, a newspaper which circulates primarily  
2 in the Chinese community of San Francisco and which is printed in San Francisco on one or  
3 more days in a calendar week, is hereby designated as the outreach newspaper of the City  
4 and County of San Francisco for the Chinese community, commencing July 1, 2004, for the  
5 publication of outreach advertising as determined by the Clerk of the Board of Supervisors in  
6 accordance with Section 2.80-1(d) of the San Francisco Administrative Code; and, be it  
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8           FURTHER RESOLVED, that The Sing Tao Daily, a newspaper which circulates  
9 primarily in the Chinese community of San Francisco on one or more days in a calendar  
10 week, is hereby designated as the outreach newspaper of the City and County of San  
11 Francisco for the Chinese community, commencing July 1, 2004, for the publication of  
12 outreach advertising as determined by the Clerk of the Board of Supervisors in accordance  
13 with Section 2.80-1(d) of the San Francisco Administrative Code; and, be it  
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15           FURTHER RESOLVED, that The World Journal, a newspaper which circulates  
16 primarily in the Chinese community of San Francisco on one or more days in a calendar  
17 week, is hereby designated as the outreach newspaper of the City and County of San  
18 Francisco for the Chinese community, commencing July 1, 2004, for the publication of  
19 outreach advertising as determined by the Clerk of the Board of Supervisors in accordance  
20 with Section 2.80-1(d) of the San Francisco Administrative Code; and, be it  
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22           FURTHER RESOLVED, that The San Francisco Bay View, a newspaper which  
23 circulates primarily in the African American community of San Francisco and which is printed  
24 in San Francisco on one or more days in a calendar week, is hereby designated as the  
25 outreach newspaper of the City and County of San Francisco for the African American

1 community, commencing July 1, 2004, for the publication of outreach advertising as  
2 determined by the Clerk of the Board of Supervisors in accordance with Section 2.80-1(d) of  
3 the San Francisco Administrative Code; and, be it

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5 FURTHER RESOLVED, that The Bay Area Reporter, a newspaper which circulates  
6 primarily in the Lesbian, Gay, Bi-sexual and Transgender community of San Francisco on one  
7 or more days in a calendar week, is hereby designated as the outreach newspaper of the City  
8 and County of San Francisco for the Gay, Lesbian, Bi-sexual, Transgender community,  
9 commencing July 1, 2004, for the publication of outreach advertising as determined by the  
10 Clerk of the Board of Supervisors in accordance with Section 2.80-1(d) of the San Francisco  
11 Administrative Code; and, be it

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13 FURTHER RESOLVED, that the Office of Contract Administration is hereby authorized  
14 to enter into contracts with El Latino, El Reportero, Asian Week, Chinese Times, China Press,  
15 Sing Tao Daily, World Journal, San Francisco Bay View and Bay Area Reporter, and said  
16 contracts must fully comply with all contracting requirements of the City and County of San  
17 Francisco; and, be it

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19 FURTHER RESOLVED, that requested price increases be limited to not more than five  
20 (5) percent of the Fiscal Year 03/04 cost per ad.

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