

1 [Outreach Advertising for FY2010-2011]

2

3 **Resolution designating San Francisco Bay View to be the outreach newspaper of the**
4 **City and County for the African American community, China Press, Sing Tao Daily and**
5 **World Journal to be the outreach newspapers of the City and County for the Chinese**
6 **community, El Reportero to be the outreach newspaper of the City and County for the**
7 **Hispanic community, Bay Reporter to be outreach newspaper of the City and County**
8 **for the Lesbian, Gay, Bisexual community, West Portal Monthly to be the neighborhood**
9 **outreach newspaper for the West Portal neighborhood and Western Edition to be the**
10 **neighborhood outreach newspaper for the Western Addition community.**

11

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

15 WHEREAS, in each year, the Board of Supervisors shall designate the outreach
16 periodical for each outreach community, pursuant to Section 2.81-3 of the Administrative
17 Code; and

18 WHEREAS, the Board of Supervisors may designate neighborhood outreach papers,
19 pursuant to Section 2.81-4 of the Administrative Code; now therefore, be it

20 RESOLVED, that the Board designates the following newspapers, which circulate
21 primarily in the indicated communities and are printed in San Francisco, to be the outreach
22 newspapers for the indicated communities for FY 10-11:

- | | | |
|----|------------------------|-------------------------------------|
| 23 | Hispanic | <i>El Reportero;</i> |
| 24 | Lesbian, Gay, Bisexual | <i>Bay Area Reporter;</i> and be it |
| 25 | African American | Bay View |

1 Chinese China Press, Sing Tao Daily and World Journal

2

3 FURTHER RESOLVED, that the Board designates the following neighborhood
4 outreach newspaper for the indicated neighborhood for FY 10-11:

5 Western Addition Western Edition

6 West Portal *West Portal Monthly*, and be it

7

8 FURTHER RESOLVED, that the Office of Contract Administration is authorized to
9 execute contracts with these designated outreach newspapers and said contracts must fully
10 comply with all the contracting requirements of the City and County of San Francisco.

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25