

1 [Outreach Community Advertising and Outreach Neighborhood Advertising - El Reportero;
2 World Journal; Bar Media; SF Bay View; San Francisco Bay Times; The Noe Valley Voice;
3 Street Media; Accion Latina; Wind Newspaper - FY2022-2023]

4 **Resolution designating *El Reportero, LLC* to be the outreach community periodical of**
5 **the City and County of San Francisco for the Hispanic community; *World Journal* to be**
6 **the outreach community periodical of the City and County of San Francisco for the**
7 **Chinese Community; *Bar Media, Inc. (dba Bay Area Reporter)* to be the outreach**
8 **community periodical of the City and County of San Francisco for the Lesbian, Gay,**
9 **Bisexual and Transgender community and the outreach neighborhood periodical of the**
10 **City and County of San Francisco for the Castro, Noe Valley, and Duboce Triangle**
11 **neighborhoods; *SF Bay View, Inc. (dba San Francisco Bay View National Black***
12 ***Newspaper)* to be the outreach neighborhood periodical of the City and County of San**
13 **Francisco for the Bayview and Hunter’s Point neighborhoods; *San Francisco Bay***
14 ***Times* to be the outreach neighborhood periodical of the City and County of San**
15 **Francisco for the Castro neighborhood; *The Noe Valley Voice* to be the outreach**
16 **neighborhood periodical of the City and County of San Francisco for the Noe Valley**
17 **neighborhood; *Street Media LLC (dba Marina Times)* to be the neighborhood outreach**
18 **periodical of the City and County of San Francisco for the Marina, Cow Hollow, Russian**
19 **Hill, Nob Hill, North Beach and Embarcadero neighborhoods; *Accion Latina (dba El***
20 ***Tecolote Newspaper)* to be the outreach neighborhood periodical of the City and**
21 **County of San Francisco for the Mission neighborhood; and *Wind Newspaper* to be the**
22 **outreach neighborhood periodical of the City and County of San Francisco for the**
23 **Chinatown neighborhood; and to provide outreach advertising for Fiscal Year (FY)**
24 **2022-2023.**
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1 WHEREAS, The voters, by passing Proposition J in 1994, mandated outreach
2 advertising to those communities which may not be adequately served by the official
3 newspaper, pursuant to Sections 2.80 and 2.80-1 of the Administrative Code; and

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

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

9 RESOLVED, That the Board designates the following periodicals, which circulate
10 primarily in the indicated communities and are printed in San Francisco, to be the outreach
11 periodicals for the indicated communities for FY2022-2023:

12 Hispanic	<i>El Reportero</i>
13 Chinese	<i>World Journal</i>
14 Lesbian, Gay, Bisexual, Transgender	<i>Bay Area Reporter</i>

15 FURTHER RESOLVED, That the Board designates the following neighborhood
16 outreach periodicals for the indicated neighborhood(s) for FY2022-2023:

17 Bay View and Hunter's Point	<i>San Francisco Bay View</i>
18 Castro, Noe Valley, and Duboce Triangle	<i>Bay Area Reporter</i>
19 Castro	<i>San Francisco Bay Times</i>
20 Noe Valley	<i>Noe Valley Voice</i>
21 Marina Cow, Cow Hollow,	<i>Marina Times</i>
22 Russian Hill, Nob Hill, North	
23 Beach, and Embarcadero	
24 Mission	<i>El Tecolote Newspaper</i>
25 Chinatown	<i>Wind Newspaper</i>

1 FURTHER RESOLVED, That the Office of Contract Administration is hereby
2 authorized to enter into contracts with these designated outreach periodicals and said
3 contracts must be in accordance with all the contracting requirements of the City and County
4 of San Francisco; and, be it

5 FURTHER RESOLVED, That within 30 days of the contracts being fully-executed by all
6 parties, the Office of Contract Administration shall provide the final contracts to the Clerk of the
7 Board for inclusion into the official file.

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