

1 [Outreach Community Advertising and Neighborhood Outreach Advertising - Small Business
2 Exchange; SF Bayview; El Reportero Sing Tao Daily; World Journal; Bay Area Reporter;
3 Jasmine Blue Media LLC, dba Marina Times; The Potrero View - FY2019-2020]

4 **Resolution designating *Small Business Exchange* and *SF Bayview* to be the outreach**
5 **periodical of the City and County of San Francisco for the African American**
6 **community; *El Reportero* to be the outreach periodical of the City and County of San**
7 **Francisco for the Hispanic community; *Bay Area Reporter* to be the outreach periodical**
8 **of the City and County of San Francisco for the Lesbian, Gay, Bisexual and**
9 **Transgender; community Sing Tao Daily and World Journal SF to be the outreach**
10 **periodicals for the Chinese community; *Jasmine Blue Media LLC (dba Marina Times)* to**
11 **be the neighborhood outreach periodical of the City and County of San Francisco for**
12 **the Marina neighborhood; *The Potrero View* to be the neighborhood outreach**
13 **periodical of the City and County of San Francisco for the Potrero Hill, Bayview,**
14 **Mission Bay, and SoMa neighborhoods; and to provide outreach advertising for**
15 **FY2019-2020.**

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17 WHEREAS, The voters, by passing Proposition J in 1994, mandated outreach
18 advertising to those communities which may not be adequately served by the official
19 newspaper, pursuant to Sections 2.80 and 2.80-1 of the Administrative Code; and

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

23 WHEREAS, The Board of Supervisors may designate neighborhood outreach
24 periodical, pursuant to Section 2.81-4 of the Administrative Code; now, therefore, be it
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1 RESOLVED, That the Board designates the following periodicals, which circulate
2 primarily in the indicated communities and are printed in San Francisco, to be the outreach
3 periodicals for the indicated communities for FY2019-2020:

4 African American	<i>Small Business Exchange and SF Bayview</i>
5 Hispanic	<i>El Reportero</i>
6 Lesbian, Gay, Bisexual, Transgender	<i>Bay Area Reporter</i>
7 Chinese	<i>Sing Tao Daily and World Journal SF</i>

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9 FURTHER RESOLVED, That the Board designates the following neighborhood
10 outreach periodical for the indicated neighborhood(s) for FY2019-2020:

12 Marina,	<i>Jasmine Blue Media LLC (DBA Marina Times)</i>
13 Potrero Hill, Bayview, Mission Bay 14 and SOMA	<i>The Potrero View</i>

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

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