

1 [Outreach Advertising and Neighborhood Outreach Advertising for FY 12-13]

2 **Resolution designating *San Francisco Bay View* and *Small Business Exchange* to be**  
3 **the outreach newspapers of the City and County for the African American community;**  
4 ***Sing Tao Daily*, *World Journal*, and *Small Business Exchange* to be the outreach**  
5 **newspapers of the City and County of San Francisco for the Chinese community; *El***  
6 ***Reportero* and *Small Business Exchange* to be the outreach newspapers of the City**  
7 **and County for the Hispanic community; *Bay Area Reporter* to be the outreach**  
8 **newspaper of the City and County for the Lesbian, Gay, Bisexual and Transgender**  
9 **community; *Central City Extra* to be the neighborhood outreach newspaper of the City**  
10 **and County for the Central City neighborhood; *Marina Times/Northside Publications* to**  
11 **be the neighborhood outreach newspaper of the City and County for the Northern San**  
12 **Francisco neighborhood; *Potrero View* to be the neighborhood outreach newspaper of**  
13 **the City and County for the Potrero Hill, Bayview, Mission Bay and South of Market**  
14 **neighborhoods; *West Portal Monthly* to be the neighborhood outreach newspaper of**  
15 **the City and County for the West Portal neighborhood; and *The Western Edition* to be**  
16 **the neighborhood outreach newspaper for the City and County for the Western**  
17 **Addition neighborhood; to provide outreach advertising for Fiscal Year 12-13.**  
18

19  
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 Section 2.80 and 2.80-1 of the Administrative Code; and

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

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

3           RESOLVED, That the Board designates the following newspapers, which circulate  
4 primarily in the indicated communities and are printed in San Francisco, to be the outreach  
5 newspapers for the indicated communities for FY 12-13:

- |                                    |   |
|------------------------------------|---|
| 6           African American       | <i>San Francisco Bay View, Small Business Exchange</i>        |
| 7           Chinese                | <i>Sing Tao Daily, World Journal, Small Business Exchange</i> |
| 8           Hispanic               | <i>El Reportero, Small Business Exchange</i>                  |
| 9           Lesbian, Gay, Bisexual | <i>Bay Area Reporter</i>                                      |

10          FURTHER RESOLVED, that the Board designates the following neighborhood  
11 outreach newspapers for the indicated neighborhood for FY 12-13:

- |                                    |   |
|------------------------------------|---|
| 12          Central City           | <i>Central City Extra,</i>                      |
| 13          Northern San Francisco | <i>Marina Times/Northside San Francisco</i>     |
| 14          Potrero Hill           | <i>Potrero View</i>                             |
| 15          West Portal            | <i>West Portal Monthly</i>                      |
| 16          Western Edition        | <i>The Western Edition Newspaper;</i> and be it |

17          FURTHER RESOLVED, That the Office of Contract Administration is authorized to  
18 execute contracts with these designated outreach newspapers and said contracts must fully  
19 comply with all the contracting requirements of the City and County of San Francisco.

20  
21  
22  
23  
24  
25