

1 [Outreach Community Advertising and Neighborhood Outreach Advertising - San Francisco
2 Print Media Co., dba SF Weekly; Central City Extra; Jasmine Blue Media, dba Marina Times;
3 The Potrero View - FY2016-2017]

4 **Resolution designating *San Francisco Print Media Co., dba SF Weekly*, to be the**
5 **outreach periodical of the City and County of San Francisco for the African American,**
6 **Chinese, Hispanic, and Lesbian, Gay, Bisexual, and Transgender communities; *Central***
7 ***City Extra* to be the neighborhood outreach periodical of the City and County of San**
8 **Francisco for the Central Market and Tenderloin neighborhoods; *Jasmine Blue Media,***
9 ***dba Marina Times*, to be the neighborhood outreach periodical of the City and County**
10 **of San Francisco for the Marina and Cow Hollow neighborhoods; and *The Potrero View***
11 **to be the neighborhood outreach periodical of the City and County of San Francisco for**
12 **the Potrero Hill, Bayview, Mission Bay, and SoMa neighborhoods; to provide outreach**
13 **advertising for FY2016-2017.**

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

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

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

23 RESOLVED, That the Board designates the following periodicals, which circulate
24 primarily in the indicated communities and are printed in San Francisco, to be the outreach
25 periodicals for the indicated communities for FY2016-2017:

1 African American *San Francisco Print Media Co., doing business as*
2 *SF Weekly*

3 Chinese *San Francisco Print Media Co., doing business as*
4 *SF Weekly*

5 Hispanic *San Francisco Media Co., doing business as*
6 *SF Weekly*

7 Lesbian, Gay, Bisexual, *San Francisco Media Co. doing business as*
8 Transgender *SF Weekly*

9 FURTHER RESOLVED, That the Board designates the following neighborhood
10 outreach periodicals for the indicated neighborhood(s) for FY2016-2017:

11 Central Market and *Central City Extra*
12 Tenderloin

13 Marina and Cow Hollow *Jasmine Blue Media, doing business as Marina*
14 *Times*

15 Potrero Hill, Bayview, Mission *The Potrero View;* and be it
16 Bay and SoMa

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

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