

1 [Outreach Community Advertising and Neighborhood Outreach Advertising - Small Business
2 Exchange; San Francisco Print Media Co., dba SF Weekly; Bay Area Reporter; The Potrero
3 View - FY2017-2018]

4 **Resolution designating *Small Business Exchange* to be the outreach periodical of the**
5 **City and County of San Francisco for the African American community; *San Francisco***
6 ***Print Media Co., doing business as SF Weekly*, to be the outreach periodical of the City**
7 **and County of San Francisco for the Chinese community; *San Francisco Print Media***
8 ***Co., doing business as SF Weekly* to be the outreach periodical of the City and County**
9 **of San Francisco for the Hispanic community; *Bay Area Reporter* to be the outreach**
10 **periodical of the City and County of San Francisco for the Lesbian, Gay, Bisexual and**
11 **Transgender community; and *The Potrero View* to be the neighborhood outreach**
12 **periodical of the City and County of San Francisco for the Potrero Hill, Bayview,**
13 **Mission Bay and SoMa neighborhoods; to provide outreach advertising for FY2017-**
14 **2018.**

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

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

22 WHEREAS, The Board of Supervisors may designate neighborhood outreach
23 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 FY2017-2018:

4 African American	<i>Small Business Exchange</i>
5 Chinese	<i>San Francisco Print Media Co., doing business as</i>
6	<i>SF Weekly</i>
7 Hispanic	<i>San Francisco Print Media Co., doing business as</i>
8	<i>SF Weekly</i>
9 Lesbian, Gay, Bisexual,	<i>Bay Area Reporter</i>
10 Transgender	

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12 FURTHER RESOLVED, That the Board designates the following neighborhood
13 outreach periodical for the indicated neighborhood(s) for FY2017-2018:

15 Potrero Hill, Bayview,	<i>The Potrero View;</i> and be it
16 Mission Bay and SOMA	

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

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