

1 [Outreach Community Advertising and Neighborhood Outreach Advertising - Small Business
2 Exchange; Sing Tao Daily; World Journal SF LLC; El Reportero; Bay Area Reporter; The
3 Potrero 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; *Sing Tao Daily***
6 ***and World Journal SF LLC*, to be the outreach periodical of the City and County of San**
7 **Francisco for the Chinese community; *El Reportero* to be the outreach periodical of the**
8 **City and County of San Francisco for the Hispanic community; *Bay Area Reporter* to be**
9 **the outreach periodical of the City and County of San Francisco for the Lesbian, Gay,**
10 **Bisexual and Transgender community; and *The Potrero View* to be the neighborhood**
11 **outreach periodical of the City and County of San Francisco for the Potrero Hill,**
12 **Bayview, Mission Bay and SoMa neighborhoods; to provide outreach advertising for**
13 **FY2017-2018.**

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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 Sections 2.80 and 2.80-1 of the Administrative Code; and

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

21 WHEREAS, The Board of Supervisors may designate neighborhood outreach
22 periodical, pursuant to Section 2.81-4 of the Administrative Code; 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 FY2017-2018:

1 African American *Small Business Exchange*
2 Chinese *Sing Tao Daily; and World Journal SF LLC*
3 Hispanic *El Reportero*
4 Lesbian, Gay, Bisexual, *Bay Area Reporter*
5 Transgender

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

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10 Potrero Hill, Bayview, *The Potrero View;* and be it
11 Mission Bay and SOMA

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

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