

1 [Outreach Community Advertising and Outreach Neighborhood Advertising - Bay Area
2 Reporter; World Journal SF; El Reportero; San Francisco Bay View; San Francisco Bay
3 Times; Noe Valley Voice; Marina Times; El Tecolote Newspaper; Wind Newspaper -
4 FY2021-2022]

5 **Resolution designating *Bar Media, Inc. (dba Bay Area Reporter)* to be the outreach
6 community periodical of the City and County of San Francisco for the Lesbian, Gay,
7 Bisexual and Transgender community; *World Journal SF, LLC.* to be the outreach
8 community periodical of the City and County of San Francisco for the Chinese
9 community; *El Reportero, LLC.* to be the outreach community periodical of the City and
10 County of San Francisco for the Hispanic community; *SF Bay View, Inc. (dba San
11 Francisco Bay View National Black Newspaper)* to be the outreach neighborhood
12 periodical of the City and County of San Francisco for the Bayview and Hunter's Point
13 neighborhoods; *San Francisco Bay Times* to be the outreach neighborhood periodical
14 of the City and County of San Francisco for the Castro and Noe Valley neighborhoods;
15 the *Bar Media, Inc. (dba Bay Area Reporter)* to be the outreach neighborhood periodical
16 of the City and County of San Francisco for the Castro and Noe Valley neighborhoods;
17 *The Noe Valley Voice* to be the outreach neighborhood periodical of the City and
18 County of San Francisco for the Noe Valley neighborhood; *Street Media Media LLC
19 (dba Marina Times)* to be the neighborhood outreach periodical of the City and County
20 of San Francisco for the Marina, Cow Hollow, Russian Hill, Nob Hill, North Beach and
21 Embarcadero neighborhoods; *Accion Latina (dba El Tecolote Newspaper)* to be the
22 outreach neighborhood periodical of the City and County of San Francisco for the
23 Mission neighborhood; *Wind Newspaper* to be the outreach neighborhood periodical of
24 the City and County of San Francisco for the Chinatown neighborhood; and to provide
25 outreach advertising for Fiscal Year (FY) 2021-2022.**

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

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

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

9 RESOLVED, That the Board designates the following periodicals, which circulate
10 primarily in the indicated communities and are printed in San Francisco, to be the outreach
11 periodicals for the indicated communities for FY2021-2022:

12 Hispanic	<i>El Reportero</i>
13 Chinese	<i>World Journal SF</i>
14 Lesbian, Gay, Bisexual, Transgender	<i>Bay Area Reporter</i>

15 FURTHER RESOLVED, That the Board designates the following neighborhood
16 outreach periodicals for the indicated neighborhood(s) for FY2021-2022:

17 Bay View and Hunter's Point	<i>San Francisco Bay View</i>
18 Castro and Noe Valley	<i>Bay Area Reporter</i>
19 Castro and Noe Valley	<i>San Francisco Bay Times</i>
20 Noe Valley	<i>Noe Valley Voice</i>
21 Marina Cow, Cow Hollow,	<i>Marina Times</i>
22 Russian Hill, Nob Hill, North	
23 Beach, and Embarcadero	
24 Mission	<i>El Tecolote Newspaper</i>
25 Chinatown	<i>Wind Newspaper</i>

1 FURTHER RESOLVED, That the Office of Contract Administration is hereby
2 authorized to enter into contracts with these designated outreach periodicals and said
3 contracts must be in accordance with all the contracting requirements of the City and County
4 of San Francisco; and, be it

5 FURTHER RESOLVED, That within 30 days of the contracts being fully-executed by all
6 parties, the Office of Contract Administration shall provide the final contracts to the Clerk of the
7 Board for inclusion into the official file.

8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25