

1 [Outreach Advertising]

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3 **Resolution designating the Asian Week, the China Press, the World Journal and**  
4 **the Chinese Times to be outreach newspapers of the City and County of San Francisco**  
5 **for the Chinese community; El Reportero, El Latino and El Mensajero to be outreach**  
6 **newspapers of the City and County of San Francisco for the Hispanic community; the**  
7 **Bay Area Reporter to be the outreach newspaper of the City and County of San**  
8 **Francisco for the Lesbian/Gay/Bisexual/Transgender community; and the San**  
9 **Francisco Bay View to be outreach newspaper of the City and County of San Francisco**  
10 **for the African American community, for outreach advertising for the fiscal year**  
11 **commencing July 1, 2003 and ending June 30, 2004.**

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13 WHEREAS, the voters, by passing Proposition J in 1994, mandated to provide  
14 outreach advertising to those communities which may not be adequately served by the official  
15 newspaper(s), pursuant to Article IX, Section 2.80 and 2.80-1 of the San Francisco  
16 Administrative Code; and,

17 WHEREAS, in each year, the Board of Supervisors shall designate the outreach  
18 periodical for each outreach community, pursuant to Article IX, Section 2.81-3 of the San  
19 Francisco Administrative Code; and

20 WHEREAS, if the Board of Supervisors finds that certain neighborhoods are not being  
21 adequately served by the outreach periodicals, the Board may authorize additional advertising  
22 in neighborhood publications which target certain neighborhoods in San Francisco, pursuant  
23 to Article IX, Section 2.81-4 of the San Francisco Administrative Code; and

24 WHEREAS, the Chinese community would not be adequately served by one outreach  
25 newspaper; and

1 WHEREAS, the Hispanic/Latino community would not be adequately served by one  
2 outreach newspaper; now, therefore, be it

3 RESOLVED, that Asian Week, the China Press, the World Journal and the Chinese  
4 Times, newspapers which circulates primarily in the Chinese community of San Francisco and  
5 which are circulated in San Francisco on one or more days in a calendar week, are hereby  
6 designated as outreach newspapers of the City and County of San Francisco for the Chinese  
7 community, commencing July 1, 2003, for the publication of outreach advertising as  
8 determined by the Clerk of the Board of Supervisors in accordance with Section 2.80-1(d) of  
9 the San Francisco Administrative Code; and, be it

10 FURTHER RESOLVED, that El Reportero, El Latino, and El Mensajero, newspapers  
11 which circulate primarily in the Hispanic community of San Francisco and which are circulated  
12 in San Francisco on one or more days in a calendar week, are hereby designated as outreach  
13 newspapers of the City and County of San Francisco for the Hispanic community,  
14 commencing July 1, 2003, for the publication of outreach advertising as determined by the  
15 Clerk of the Board of Supervisors in accordance with Section 2.80-1(d) of the San Francisco  
16 Administrative Code; and, be it

17 FURTHER RESOLVED, that the Bay Area Reporter, a newspaper which circulated  
18 primarily in the Lesbian/Gay/Bisexual/Transgender community, is hereby designated as the  
19 outreach newspaper of the City and County of San Francisco for the  
20 Lesbian/Gay/Bisexual/Transgender community, commencing July 1, 2003, for the publication  
21 of outreach advertising as determined by the Clerk of the Board of Supervisors in accordance  
22 with Section 2.80-1(d) of the San Francisco Administrative Code; and, be it

23 FURTHER RESOLVED, that the San Francisco Bay View, a newspaper which  
24 circulates primarily in the African American community, is hereby designated as the outreach  
25 newspaper of the City and County of San Francisco for the African American community,

1 commencing July 1, 2003, for the publication of outreach advertising as determined by the  
2 Clerk of the Board of Supervisors in accordance with Section 2.80-1(d) of the San Francisco  
3 Administrative Code; and, be it

4 FURTHER RESOLVED, that the Office of Contract Administration is hereby authorized  
5 to execute contracts with Asian Week, the China Press, the World Journal, the Chinese  
6 Times, El Reportero, El Latino, El Mensajero, the Bay Area Reporter and the San Francisco  
7 Bay View and said contracts must fully comply with all the contracting requirements of the City  
8 and County of San Francisco, provided that the rates paid for advertising in these outreach  
9 newspapers shall not exceed the rates paid for advertising in the same newspapers during  
10 fiscal year 2002-2003.



# City and County of San Francisco

City Hall  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4689

## Tails Resolution

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**File Number:** 030505

**Date Passed:**

Resolution designating the Asian Week, the China Press, the World Journal and the Chinese Times to be outreach newspapers of the City and County of San Francisco for the Chinese community; El Reportero, El Latino and El Mensajero to be outreach newspapers of the City and County of San Francisco for the Hispanic community; the Bay Area Reporter to be the outreach newspaper of the City and County of San Francisco for the Lesbian/Gay/Bisexual/Transgender community; and the San Francisco Bay View to be outreach newspaper of the City and County of San Francisco for the African American community, for outreach advertising for the fiscal year commencing July 1, 2003 and ending June 30, 2004.

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June 10, 2003 Board of Supervisors — RE-REFERRED: Finance and Audits Committee

Ayes: 11 - Ammiano, Daly, Dufty, Gonzalez, Hall, Ma, Maxwell, McGoldrick, Newsom, Peskin, Sandoval

July 22, 2003 Board of Supervisors — ADOPTED

Ayes: 11 - Ammiano, Daly, Dufty, Gonzalez, Hall, Ma, Maxwell, McGoldrick, Newsom, Peskin, Sandoval

File No. 030505

I hereby certify that the foregoing Resolution was ADOPTED on July 22, 2003 by the Board of Supervisors of the City and County of San Francisco.

AUG 01 2003

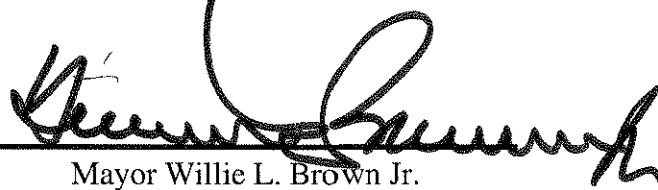
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Date Approved



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Gloria L. Young  
Clerk of the Board



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Mayor Willie L. Brown Jr.