

AMENDED IN COMMITTEE

6/16/16

FILE NO. 160580

RESOLUTION NO. 262-16

1 [Outreach Community Advertising and Neighborhood Outreach Advertising - San Francisco  
2 Print Media Co., dba SF Weekly; Small Business Exchange, San Francisco Bayview, Sing  
3 Tao Daily, El Reportero, Bay Area Reporter, Central City Extra; Jasmine Blue Media, dba  
4 Marina Times; The Potrero View - FY2016-2017]

5 **Resolution designating *San Francisco Print Media Co., dba SF Weekly (SF Weekly),***  
6 ***Small Business Exchange, and San Francisco Bayview* to be the outreach periodicals**  
7 **of the City and County of San Francisco for the African American community; Sing Tao**  
8 **Daily and *SF Weekly* to be the outreach periodicals of the City and County of San**  
9 **Francisco for the Chinese community; El Reportero and *SF Weekly* to be the outreach**  
10 **periodicals of the City and County of San Francisco for the Latino community; Bay**  
11 **Area Reporter and *SF Weekly* to be the outreach periodicals of the City and County of**  
12 **San Francisco for the Lesbian, Gay, Bisexual, and Transgender communities; *Central***  
13 ***City Extra* to be the neighborhood outreach periodical of the City and County of San**  
14 **Francisco for the Central Market and Tenderloin neighborhoods; *Jasmine Blue Media,***  
15 ***dba Marina Times,* to be the neighborhood outreach periodical of the City and County**  
16 **of San Francisco for the Marina and Cow Hollow neighborhoods; and *The Potrero View***  
17 **to be the neighborhood outreach periodical of the City and County of San Francisco for**  
18 **the Potrero Hill, Bayview, Mission Bay, and SoMa neighborhoods; to provide outreach**  
19 **advertising for FY2016-2017.**

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

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

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

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

6 African American	<i>SF Weekly, Small Business Exchange and San</i>
7	<i>Francisco Bayview</i>
8 Chinese	<i>SF Weekly &amp; Sing Tao Daily</i>
9 Hispanic	<i>SF Weekly &amp; El Reportero</i>
10 Lesbian, Gay, Bisexual,	<i>SF Weekly &amp; Bay Area Reporter</i>
11 Transgender	

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

14 Central Market and	<i>Central City Extra</i>
15 Tenderloin	
16 Marina and Cow Hollow	<i>Jasmine Blue Media, doing business as Marina</i>
17	<i>Times</i>
18 Potrero Hill, Bayview, Mission	<i>The Potrero View; and be it</i>
19 Bay and SoMa	

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



## City and County of San Francisco

### Tails

### Resolution

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

**File Number:** 160580

**Date Passed:** June 28, 2016

Resolution designating San Francisco Print Media Co., dba SF Weekly (SF Weekly), Small Business Exchange, and San Francisco Bayview to be the outreach periodicals of the City and County of San Francisco for the African American community; Sing Tao Daily and SF Weekly to be the outreach periodicals of the City and County of San Francisco for the Chinese community; El Reportero and SF Weekly to be the outreach periodicals of the City and County of San Francisco for the Latino community; Bay Area Reporter and SF Weekly to be the outreach periodicals of the City and County of San Francisco for the Lesbian, Gay, Bisexual, and Transgender communities; Central City Extra to be the neighborhood outreach periodical of the City and County of San Francisco for the Central Market and Tenderloin neighborhoods; Jasmine Blue Media, dba Marina Times, to be the neighborhood outreach periodical of the City and County of San Francisco for the Marina and Cow Hollow neighborhoods; and The Potrero View to be the neighborhood outreach periodical of the City and County of San Francisco for the Potrero Hill, Bayview, Mission Bay, and SoMa neighborhoods; to provide outreach advertising for FY2016-2017.

June 16, 2016 Budget and Finance Committee - AMENDED

June 16, 2016 Budget and Finance Committee - RECOMMENDED AS AMENDED AS A COMMITTEE REPORT

June 21, 2016 Board of Supervisors - CONTINUED

Ayes: 10 - Avalos, Breed, Campos, Cohen, Farrell, Kim, Peskin, Tang, Wiener and Yee

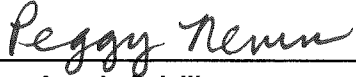
Excused: 1 - Mar

June 28, 2016 Board of Supervisors - ADOPTED

Ayes: 11 - Avalos, Breed, Campos, Cohen, Farrell, Kim, Mar, Peskin, Tang, Wiener and Yee

File No. 160580

I hereby certify that the foregoing  
Resolution was ADOPTED on 6/28/2016 by  
the Board of Supervisors of the City and  
County of San Francisco.

  
\_\_\_\_\_  
for Angela Calvillo  
Clerk of the Board

  
\_\_\_\_\_  
Mayor

7/6/16  
\_\_\_\_\_  
Date Approved