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 Reporter 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.

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

WHEREAS, In each year, the Board of Supervisors shall designate the outreach periodical for each outreach community, pursuant to Administrative Code, Section 2.81-3; and,
WHEREAS, The Board of Supervisors may designate neighborhood outreach periodical, pursuant to Administrative Code, Section 2.81-4; now therefore, be it

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

- **African American**: SF Weekly, Small Business Exchange and San Francisco Bayview
- **Chinese**: SF Weekly & Sing Tao Daily
- **Hispanic**: SF Weekly & El Reportero
- **Lesbian, Gay, Bisexual, Transgender**: SF Weekly & Bay Area Reporter

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

- **Central Market and Tenderloin**: Central City Extra
- **Marina and Cow Hollow**: Jasmine Blue Media, doing business as Marina Times
- **Potrero Hill, Bayview, Mission and SoMa**: The Potrero View; and be it

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

Peggy Trem

Angela Calvillo
Clerk of the Board

Mayor

7/6/16

Date Approved