

1 [Spanish Language Broadcast of Giants Games]

2 **URGING HISPANIC SPORTS MARKETING TO EXPEDITIOUSLY FINALIZE**  
3 **NEGOTIATIONS WITH KZSF 1370 AM SO THAT SPANISH LANGUAGE**  
4 **BROADCAST OF THE GIANTS GAMES CAN CONTINUE.**

5       Whereas, San Diego-based Hispanic Sports Marketing (HSM) is the San  
6 Francisco Giants' Spanish language radio rights holder since December 1998 and is  
7 responsible for all aspects of production including on-air talent, programming,  
8 advertising and sales ; and

9       WHEREAS, HSM is financially responsible for paying rights fees to local  
10 broadcasting stations such as Bay Area-based KZSF 1370-AM; and

11       WHEREAS, Since HSM acquired the rights to broadcast Giants game in  
12 Spanish, the number of broadcasts had steadily declined in which only home games  
13 were broadcasted until May 2000; and

14       WHEREAS, After May, only weekend games were broadcasted and suddenly in  
15 June, all broadcasts of Giants games ceased; and

16       WHEREAS, KZSF has received numerous calls urging the station to continue  
17 Spanish language broadcast of Giants games; and

18       WHEREAS, According to KZSF 1370 AM, HSM has yet to fulfill their financial  
19 obligation by paying for the rights to broadcast the games; and

20       WHEREAS, According to HSM there were no plans to cease broadcasting  
21 games for the remainder of the season; however, there negotiations to be ironed out  
22 with local stations; now, therefore, be it

23       RESOLVED, That the Board of Supervisors of the City and County of San  
24 Francisco urges Hispanic Sports Marketing to expeditiously finalize negotiations with  
25 KZSF 1370 AM so that Spanish language broadcast of the Giants games can continue;  
and be it

Supervisors Ammiano, Bierman, Becerril

FURTHER RESOLVED, The Board of Supervisors instructs the Clerk of the Board to send a copy of the resolution to San Diego-based Hispanic Sports Marketing as well as to the San Francisco Bay Area's own KZSF 1370 AM.

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**SUPERVISOR AMMIANO**



# 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:** 001402

**Date Passed:**

Resolution urging Hispanic Sports Marketing to expeditiously finalize negotiations with KZSF 1370 AM so that Spanish language broadcast of the Giants games can continue.

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August 7, 2000 Board of Supervisors — ADOPTED

Ayes: 10 - Ammiano, Becerril, Bierman, Katz, Kaufman, Leno, Newsom, Teng,  
Yaki, Yee

Absent: 1 - Brown


File No. 001402

I hereby certify that the foregoing Resolution was ADOPTED on August 7, 2000 by the Board of Supervisors of the City and County of San Francisco.

  
\_\_\_\_\_  
Gloria L. Young  
Clerk of the Board

AUG 18 2000

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Date Approved

  
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Mayor Willie L. Brown Jr.