

County of Santa Clara
Office of the County Executive



County Government Center, East Wing
Eleventh Floor – East Wing
70 West Hedding Street
San Jose, California 95110

DATE: August 31, 2021

TO: Honorable Members of the Board of Supervisors
Jeffrey V. Smith, M.D., J.D., County Executive

FROM: Betty Duong, Program Manager III

**SUBJECT: Under Advisement from May 4, 2021 (Item No. 25): Ethnic
Media and Multilingual Media Partners Off Agenda Report**

On May 4, 2021 (Item No. 25), the Board of Supervisors (BOS) received the report from the Office of the County Executive relating to recommendations for addressing hate crimes and violence against Asian American and Pacific Islander communities. At the request of Supervisor Lee, the BOS directed Administration to provide an off-agenda report listing existing County relationships with local media outlets serving specific ethnic groups and non-English language markets.

Attachment A to this off-agenda report provides the requested information.

cc: Miguel Marquez, Chief Operating Officer
James R. Williams, County Counsel
Tiffany Lennear, Acting Clerk of the Board of Supervisors
Chief Board Aides
Erica Kelly, Principal Budget & Policy Analyst
Agenda Review Coordinators

ATTACHMENT A

MEDIA OUTLETS				
	Vendor	Description	Language(s)	Geographic Range
1	Alianza	Print (newspaper), Radio, and Digital	Spanish	County-wide, Bay Area
2	Eastside Magazine	Print (magazine) and Digital	Spanish	95127, 95116, 95122, 95121, 95148, 95112
3	RadioLazer	Radio	Spanish	Countywide, Bay Area
4	Area Grande Magazine	Print (magazine) and Digital	Spanish	Countywide, Bay Area
5	Univision	TV, Radio, and Digital	Spanish	Countywide, Bay Area
6	NBC Universal/Telemundo	TV	English, Spanish, Tagalog	Countywide, Bay Area
7	El Observador	Print and Digital	Spanish	Countywide, Bay Area
8	La Caliente	Radio	Spanish	Countywide, Bay Area
9	La Oferta	Print	Spanish	Countywide, Bay Area
10	KIQI	Radio	Spanish	Countywide, Bay Area
11	Crossings TV	TV	Tagalog	Countywide, Bay Area
12	The Filipino Channel	TV	Tagalog	Countywide, Bay Area
13	Net Viet	TV	Vietnamese	Countywide, Bay Area
14	VieTV Network	TV	Vietnamese	National
15	Vietoday	TV	Vietnamese	Countywide, Bay Area

16	Hot News 1500	Radio	Vietnamese	Countywide, Bay Area
17	Dan Sinh	Radio	Vietnamese	Countywide, Bay Area
18	Tieng Mo Bac Cali	Radio	Vietnamese	Countywide, Bay Area
19	Viet Nam Bac Cali	Radio	Vietnamese	Countywide, Bay Area
20	Vi Dan Media	Radio	Vietnamese	Countywide, Bay Area
21	Vien Thao	Radio, Television	Vietnamese	Countywide, Bay Area
22	Song Than Magazine	Print and Digital	Vietnamese	Countywide, Bay Area
23	Calitoday	Print and Television	Vietnamese	Countywide, Bay Area
24	Radio Bolsa	Print and Digital	Vietnamese	Statewide
25	Que Huong Radio	Radio	Vietnamese	Countywide, Bay Area
26	SBTN	Television	Vietnamese	Countywide, Bay Area
27	Thang Mo Magazine	Print and Digital	Vietnamese	Countywide, Bay Area
28	Nguoi Viet News	Digital	Vietnamese	Countywide, Bay Area
29	Viet Nam Daily	Print and Digital	Vietnamese	Countywide, Bay Area
30	Doi Moi Magazine	Print and Digital	Vietnamese	Countywide, Bay Area
31	KSQQ	Radio	Chinese	Countywide, Bay Area
32	Sing Tao	Print and Digital	Chinese	Countywide, Bay Area