[Commendation—Department of Telecommunications and Information Services]

Resolution commending the Department of Telecommunications and Information Services on the occasion of the launch of SFGTV.

WHEREAS, The Department of Telecommunications and Information Services runs CityWatch, the government television channel that provides viewers access to government events and official meetings; and

WHEREAS, DTIS has used proven tools to measure the efficacy of this channel, including a survey conducted by the Public Research Institute of San Francisco State University; and

WHEREAS, This survey discovered that although 86% of viewers feel more informed about City government by watching our channel, just 25% recognize the CityWatch name; and

WHEREAS, DTIS has developed new branding for its e-government, including the launch of the SFGOV website; and

WHEREAS, On September 17, 2002 DTIS will launch its new SFGTV channel to allow us to align our E-government group brands by using common verbal and visual elements to reinforce a single message; now therefore let it be

RESOLVED, That the San Francisco Board of Supervisors commends the Department of Telecommunications and Information Services, Lewis Loeven, Rod Loucks and Priscilla Watts on the Jaunch of SFGTV.



## City and County of San Francisco Tails

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

## Resolution

File Number:	021563	Date Passed:
Resolution commoccasion of the la	nending the Department on aunch of SFGTV.	of Telecommunications and Information Services on the
September 23, 200	O2 Board of Supervisors Ayes: 9 - Ammiano, I Absent: 2 - McGoldric	Daly, Gonzalez, Hall, Leno, Maxwell, Peskin, Sandoval, Yee
	File No. 021563	I hereby certify that the foregoing Resolution was ADOPTED on September 23, 2002 by the Board of Supervisors of the City and County of San Francisco.
	OCT 0 3 2002	Gloria I. Young Olerk of the Board
	Date Approved	Mayor Willie L. Brown Jr.