

1 [Commendation—Department of Telecommunications and Information Services]

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

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

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

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

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

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

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

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