

RESOLUTION NUMBER R- 286345

ADOPTED ON OCT 02 1995

WHEREAS, it has been proven in numerous studies that children who read regularly achieve greater success in school and later in their careers; and

WHEREAS, adults and the media should use their experiences and resources to encourage children to read; and

WHEREAS, in the San Diego area, several public officials and community leaders have become partners with Southwestern Cable TV to produce a unique series of public service announcements which target teens and feature descriptions of modern, youthful interpretations of classic stories like *Romeo and Juliet*, *The Adventures of Huckleberry Finn*, and *Cyrano de Bergerac*; and

WHEREAS, these public service announcements, originated by United Video as part of their nationwide *Find Yourself In A Book* campaign, effectively demonstrate to teens that reading is interesting, educational and relevant to their own lives and should be a part of their everyday routine; and

WHEREAS, it is in the best interest of every student, parent, teacher, business person and government official to ensure that our future workforce and next generation of leaders have above-average reading comprehension skills; NOW, THEREFORE,

BE IT RESOLVED, by the Council of The City of San Diego, that this Council, for and on behalf of the people of San Diego, does hereby recognize the outstanding contributions that

Southwestern Cable TV and United Video have made to improving the lives of all San Diegans.

BE IT FURTHER RESOLVED, that the month of October 1995 be and is hereby proclaimed to be "FIND YOURSELF IN A BOOK MONTH" in The City of San Diego.

APPROVED: JOHN W. WITT, City Attorney

By Stuart H. Swett  
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Senior Chief Deputy

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