



Association of Directory Publishers

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# Call to Action:

## **San Francisco**

March 8, 2011

To: All U.S. ADP Members

Fr: Larry

Re: San Francisco's Proposed Opt-In Ordinance

This is a call to arms!

I am asking you, as a key Yellow Pages industry stakeholder, for your immediate and unconditional support on a matter of great urgency.

As you know, San Francisco Board of Supervisors President David Chiu has launched an all-out attack on the Yellow Pages industry with his proposed OPT-IN ordinance, which would require publishers to obtain prior permission to deliver in San Francisco.

The ordinance is a job-killer, discriminates against our industry, and is a direct violation of the industry's First Amendment rights.

Supervisor Chiu has ignored the comments of consumer advocacy groups, the International Brotherhood of Electrical Workers (IBEW), local advertisers who depend on the Yellow Pages to make their phones ring and doors open, and publishers and vendors who employ thousands of Californians and pay millions of dollars in state and local taxes.

**Please seize on this opportunity to ask the San Francisco Board of Supervisors to VOTE NO ON President Chiu's proposed ordinance.**

Please go now to <http://www.keepsfconnected.com/> and tell the Supervisors what you think about this ill-conceived piece of legislation. Tell them to VOTE NO!

Your e-mail might just be the one to tip this battle in our favor. Volume can make a difference. Make this a chain reaction that makes sense!

Attached are another copy of my advisory of February 7 and the press release being issued by the industry at 8 a.m. PDT this morning.

I'll keep you informed of what's happening in San Francisco and elsewhere on these challenges to your businesses.