



Association of Directory Publishers

R. Lawrence Angove  
President & CEO

## **Critical Next Step:**

# **San Francisco**

March 8, 2011

To: All U.S. ADP Members

Fr: Larry

Re: The Power of Your Advertisers

About an hour ago, I asked you to make your voices heard by asking the San Francisco Board of Supervisors to VOTE NO on the proposed opt-in ordinance now under consideration via the web site <http://www.keepsfconnected.com/>.

Your response has been overwhelming. If you haven't made your voice heard yet, please do so immediately.

A key component to winning this battle will be our ability to now get our advertisers to add their critical influence to the dialogue. They are the ones who are the direct beneficiaries of Yellow Pages advertising. They are the ones who potentially could become the unintended victims of the ordinance. They are the ones who can best tell the Supervisors the continuing value of their directory-delivered marketing messages and to VOTE NO.

If the San Francisco ordinance passes, advertisers across the country will see the solid ROI of their Yellow Pages advertising vanish. Accordingly, advertisers across the country need to weigh in on this issue in their own self-interest.

Please ask all or some selected cross-section of your advertisers to make their voices heard. Create your own message to go out to your advertisers or cut and paste the message provided below.

Either way, please take the time to engage your advertisers and ask them to tell San Francisco's Board of Supervisors to VOTE NO on opt-in.

Thanks for your continuing support. Keep the gas pedal to the floor!

**Please cut and paste the message below in the e-mail to your advertisers. Remember to add your signature.**

Dear Loyal Advertiser:

I am reaching out to you, as a direct beneficiary of the power of Yellow Pages advertising, to ask for your timely support on an issue that will have a detrimental impact on your business and mine.

San Francisco Board of Supervisors President David Chiu recently introduced an ordinance that effectively would ban the delivery of Yellow Pages in San Francisco, requiring anyone who wants a directory to affirmatively "opt-in".

It is a direct violation of your right to choose which media are most effective for you and of our industry's First Amendment right of free speech.

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 take a moment to defend our mutual futures by going to <http://www.keepsfconnected.com/> and make your position heard. You may create your own e-mail or use the subject line and message below. Your e-mail could be the one to win the battle.

**Subject: The Yellow Pages are critical to my business**

**As a Yellow Pages advertiser, I am very concerned about the proposed opt-in ordinance effectively banning phone directories in San Francisco. Yellow Pages advertising makes my phones ring and doors open. Please vote NO and allow businesses like mine to decide which advertising media works best for me. Thank you.**

**Sincerely,**