



Association of Directory Publishers

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Update:

San Francisco

March 15, 2011

To: All U.S. ADP Members

Fr: Larry

Re: Legislative Alert

The Yellow Pages Coalition (Valley Yellow Pages, AT&T Advertising Solutions, the Chinese Yellow Pages, Seccion Amarilla, TURN, IBEW, ADP, YPA, and small businesses) has been very active in San Francisco, fighting Supervisor's Chiu's [proposed legislation](#) to force residents to opt-in to receive a Yellow Pages directory.

We've held a number of meetings with members of the Board of Supervisors and the mayor, discussing the punitive impact of the legislation on jobs, taxes, the local economy and the ability of small businesses to thrive in the city.

Yesterday, March 14, the Coalition held a press conference on the steps of City Hall to make our position clear:

- Any effort to limit local businesses from reaching consumers not only hurts businesses, but also negatively impacts the economy.
- Directory publishers employ thousands of Californians. Any legislation that puts jobs and taxes in jeopardy is bad for San Francisco and the state.
- It violates the First Amendment of the U.S. Constitution, which prohibits government from licensing or exercising advance approval of the press

and from directing publishers what to publish and to whom they may communicate.

- The plan unfairly singles out the Yellow Pages industry with treatment that is different than any other media, not to mention industries that introduce far more paper products into the waste stream.
- Research shows that 7 in 10 adults in California use print Yellow Pages. We do not believe a system that puts a burden on the majority of people to opt in is the best path for consumer choice.

If you haven't already, please go to www.keepsfconnected.com and add your voice to the group asking Supervisors to **VOTE** NO! on Supervisor Chiu's proposal. We will continue to keep communicating our efforts as we move forward. Thank you for your support in this battle.