



Association of Directory Publishers

R. Lawrence Angove
President & Chief Executive Officer

San Francisco: Legislative Update

March 30, 2011

To: All U.S. Members

Fr: Larry

Re: San Francisco Legislative News

Yesterday the San Francisco Board of Supervisors voted to delay a vote until May 10th to implement Supervisor David Chiu's proposed legislation that would make phone book delivery opt in. The Board wanted more time to study the economic impact of the legislation and more opportunity to hear from their constituents before voting again. As you know the industry has established a broad coalition consisting of local publishers, advertisers, labor, consumer advocates and others opposing the legislation. Yesterday's vote to delay is a strong indication that our efforts are paying off.

This week the industry has begun a merchant outreach program which will result in letters, videos and petitions being sent to the Board of Supervisors on a daily basis. Additionally, the industry has begun a phone bank program which would enable people to be patched through to their supervisor's office to express their opinion. We'll continue to keep the pressure on.

Thanks again for your support of our efforts.