



Association of Directory Publishers



R. Lawrence Angove  
President & CEO

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## High Importance: Legislative Threat in California

To: All U.S. Members

Fr: Larry

Re: California Senate Bill 920

Last week, the Committee on Utilities and Commerce of the California State Senate passed SB 920 out of Committee by a vote of 6-4.

All Publishers doing business in California, and the suppliers and vendors who support them, should be alarmed by this action and to prepare for action.

SB 920 mandates White Pages opt-out, requires independent publishers to honor opt-out requests made directly to the telephone company, establishes virtual lifetime opt-out, stipulates onerous cover language, dictates directory components, requires inclusion of recycling information in a directory, demands publisher participation in a program or organization promoting recycling, insists that publishers comply with state newsprint recycled content law, AND CRIMINALIZES NON-COMPLIANCE WITH THE LAW.

A copy of the bill as currently amended is attached.

SB 920 has been moved to the Senate Appropriations Committee, where it is expected to pass. It appears that a floor fight is imminent

ADP and YPA are in the process of developing the details of a coordinated effort to defeat SB 920. It will be communicated to you as soon as it can be completed.

The defeat of SB 920 is critical. If SB 920 passes, copycat legislation across the country is a realistic threat. We're all in this together!

**Prepare for battle!**