



Association of Directory Publishers



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## Legislative Update

June 30, 2010

To: All U.S. Publisher and Partner Members

Fr: Larry

Re: Seattle, Washington and Stamford, Connecticut

City Councils in Seattle, WA and Stamford, CT are considering legislation regulating phone directory distribution.

In Seattle, the Council is looking at an opt-out proposal and an Advanced Recovery Fee (ARF) which would require publishers to pay between .25 and .50 cents per book distributed in the city of Seattle.

In Stamford, the Council will require: a) opt-out wording on directory front cover or in table of contents; b) a three-year opt-out period; and c) a \$250 fine for distributing directories to anyone who received one after opting out. The final vote is scheduled for Tuesday, July 6.

These efforts may be a harbinger of the future and the truth is that the industry has neither the human or financial resources to defend itself before every state legislature and municipal government across the country.

**Our best defense is self-regulation. I encourage all Publishers to consider acting in a proactive manner by putting opt-out information on your front covers. I can guarantee you that this preemptive decision will be less intrusive to your cover design and branding than will be that required by the politicians and environmentalists who are advocating for these regulations.**

The cover language should be simple and straight-forward. Something such as: "To order additional directories or stop delivery, please call XXX-XXX-XXXX or visit our website at [www.xxxxxxxx.com](http://www.xxxxxxxx.com).

Visible proof that your consumers can opt-out may be the key to avoiding the alternative.