

**44TH LEGISLATURE - STATE OF NEW MEXICO - SECOND SESSION,
2000**

INTRODUCED BY
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A JOINT MEMORIAL

REQUESTING THE PUBLIC REGULATION COMMISSION TO INVESTIGATE
YELLOW PAGES ADVERTISING RATES AND TO RECOMMEND LEGISLATION
APPROPRIATE TO THE BUSINESS ECONOMY IN NEW MEXICO.

WHEREAS, small businesses are the backbone of New
Mexico's economy and depend on access to advertising for
their success; and

WHEREAS, yellow pages advertising is a critical avenue
for small business promotion; and

WHEREAS, telephone yellow pages advertising rates can be
expensive for small businesses in low-income areas of New
Mexico; and

WHEREAS, advertising rates are passed on to the consumer
adding more hardship on lower income individuals; and

WHEREAS, any disproportionate disadvantage that new and
small businesses face for yellow pages advertising should be

underscored material = new
~~[bracketed material] = delete~~

1 eliminated;

2 NOW, THEREFORE, BE IT RESOLVED BY THE LEGISLATURE OF THE
3 STATE OF NEW MEXICO that the public regulation commission be
4 requested to study yellow pages advertising rates for their
5 impact on small businesses, the state's economy and consumer
6 purchasing power and report its findings and recommendations
7 for legislation to the appropriate legislative interim
8 committee by November 2000; and

9 BE IT FURTHER RESOLVED that copies of this memorial be
10 transmitted to the public regulation commission.

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