

Letters to the Editor

Fighting the Yellow Pages

To the editor:

Thanks for your recent articles about the Yellow Pages. You might be interested in my story.

I was sued by Bell South's Yellow Pages in 2007, claiming that I owed about \$104,000 for my past ads. I didn't have it, so I made a deal to pay \$400 per month. I did that for about four years until they threatened to sue me in court for the \$84,000 balance.

To make a long story short, I fought them in court and won. It seems there were a lot of holes in their contract. One key problem was that the contract could be renewed without your approval. They had also done this to a few of my friends.

Today, the AT&T Atlanta Yellow Pages and Business White Pages have gone from two 3"-thick Yellow Pages books to one 1"-thick book. This Yellow Pages book used to bring Bell South \$100 million in revenue, and it's now barely alive. It serves them right.

I recently went back into the Business White Pages. I was told that it was "distributed" in January of 2012. According to my call counter, I



received only 19 calls in two months. In 2002, I had the same ad in the White Pages and got 600+ calls per month. It seems that nobody uses the phone books any more, or they were sent to the dumpster.

I'm now collecting signatures of customers who haven't received their Atlanta books. I'll then tell the Yellow Pages that I'm not going to pay since they didn't pass out their books as promised.

The first customer to sign was an AT&T employee. He actually told me the company was screwed up.

Ironically, I have seen a big return to the Yellow Pages here locally by several door dealers. There are four double-truck ads and two full-page ads this year.

Why?

Mike S.
Garage Door Services
Marietta, Ga.

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