

## **CITY LAWYERS SUE PUBLISHER OF YELLOW PAGES IN AD FIGHT**

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For the second time in several months, two Charleston lawyers have sued the publisher of the Verizon Yellow Pages - this time because the phone book won't accept an advertisement from them.

**Richard Neely** and Michael Callaghan filed their lawsuit Monday in Kanawha Circuit Court against Dallas-based Idearc Media Corp., which publishes Yellow Pages across the country for Verizon.

The lawsuit focuses on Idearc's recent refusal to accept a new advertisement that the firm Neely & Callaghan hoped to place in the book's 2009 edition.

"Obviously, this is in retaliation for our firm's having protested being charged for an advertisement that was completely incorrect," Neely wrote in a Jan. 12 letter to Thomas Goodwin, a Charleston lawyer representing Idearc Media.

That first lawsuit, filed last June, was over an incorrect ad for Neely & Callaghan in the 2008 Verizon Yellow Pages. When Neely and Callaghan complained that the advertisement was worthless and misleading, Idearc Media insisted the law firm still pay one-half the price of the advertisement, according to the suit.

When Neely and Callaghan refused to pay anything, Idearc Media threatened to report them to Allied Interstate. According to the suit, New York-based Allied was hired by Idearc to threaten to report customers to national credit-reporting agencies.

Allied Interstate is also named as a defendant in the lawsuit filed Monday.