
**Communications Workers of America, AFL-CIO****Northern Area Office**

District 6 Arkansas, Kansas, Missouri, Oklahoma, Texas

10733 Sunset Office Drive, Suite 201
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Vice President

January 2, 2009

TO: All District 6 Local Presidents (AT&T Yellow Pages only)

FROM: Mark Franken, CWA Representative 

SUBJECT: Pay-Per-Call Trial

Enclosed is a letter from the Company confirming an agreement just reached by the parties to trial a new product offering. Account Representatives will be able to offer "Pay-Per-Call" to new business customers, non-advertisers and cancellation accounts that fall within a limited number of headings. Senior Account Representatives may sell the Pay-Per-Call product offering to "I-Found-It" customers in eligible headings as well as during rework periods.

Pay-Per-Call customers will be billed based on the number of calls generated by their advertising. Obviously, this created a challenge in determining the value of the sale as it would relate to commissions and results. The parties have agreed to use an Estimated Sales Value (ESV) for this purpose. This and other relative aspects of the Pay-Per-Call product trial will be covered with appropriate employees in the near future. I have requested that the General Manager in each office participating in the trial contact the appropriate CWA Local President with an invitation for Local officers to attend the session(s) in which this trial will be publicized to employees. Because of the unique components of the Pay-Per-Call product offering, I strongly encourage and recommend that Local officers take advantage of the opportunity to attend.

The Bargaining Committee has actively participated in this process and unanimously supports moving forward with this trial.

MF/lms
opeiu #13

Enclosure

cc: Andy Milburn
Richard Kneupper
Ed Pinkelman
District 6 Staff
Jim Kolve
Ted Levee



R. M. Edmondson
Director-Labor Relations

AT&T Advertising Solutions
One AT&T Center
Suite 223
St. Louis, Missouri 63101

Phone: 314.242-8780

December 24, 2008

Mr. Mark Franken
CWA Representative
10733 Sunset Office Drive, Suite 201
St. Louis, Missouri 63127

Dear Mr. Franken:

This is to confirm our agreement reached during recent discussions that have taken place between the Union and the Company. The following summarizes the agreement reached by the parties.

The Company will conduct a trial in twelve (12) markets for the purpose of Account and Senior Account Representatives selling Pay-Per-Call product offerings. Pay-Per-Call UDACS sold to non-revenue and cancellation accounts will be paid at a commission rate of one hundred and eighty percent (180%) of the Estimated Sales Value (ESV) of Pay-Per-Call products. Revenue sold on Pay-Per-Call products will not be included in or paid according to the New Business Revenue Schedule but will be included in the calculation of Performance Factor Bonuses. New Business Bounty will be paid on sales that qualify under New Business Conversions.

The trial markets include the following canvasses and their associated suburban canvasses: Austin, El Paso, Dallas, Ft. Worth, Houston, Oklahoma City, San Antonio, Springfield, St. Louis, Tulsa, Tyler and Wichita. The trial in each of these markets and their suburbans will conclude with the completion of each canvass. The General Manager in each office will contact their local Union President to invite their officers to attend the initial Pay Per Call training session for their office.

The Company appreciates the Union's willingness to discuss and consider issues relevant to our constantly evolving industry.

Sincerely,

A handwritten signature in cursive script, appearing to read "R. M. Edmondson".