



# PRESS RELEASE

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## 'Telephone Tuesdays' are Coming!

*In the spirit of Black Friday and Cyber Monday*

**Pittsburgh, PA** In the spirit of Black Friday, Small Business Saturday, and Cyber Monday, Paul Beran from Advertel.com would like to see the inauguration of 'Telephone Tuesday!' "...two of them, actually. On December 24<sup>th</sup> and 31<sup>st</sup>. Don't text. Don't e-mail. Don't chat. Don't log-on. Just pick up the phone and call! Call your mom. Call your dad. Call your kids. Call your favorite vendor. Call your Congressman. It doesn't matter whom you call, just call!" Beran contends that people have forgotten the benefits of actually hearing someone's voice, getting an instant reaction to what you have to say, and appreciating *real live* customer support. "Long before there were 'Smartphones,' there were phones! The telephone is 'The Original Internet!'" Beran proclaimed.

In a growing number of states, it is illegal to talk on the phone while driving. But, this activity is at least *safer* than texting while driving. Cars equipped with Bluetooth devices can connect to cellphones quite easily, and you can converse over the phone as readily as if the person was riding next to you in the car. In most cases, this use of the cellphone while driving is still legal. "So, take advantage of 'Telephone Tuesday' this Christmas Eve and New Year's Eve, and pick up the phone! For these two days at least, don't hide behind your voicemail," pleads Beran. Most parents agree, their children prefer to text than talk. This is a paradigm shift that Beran would like to see shift back.



VanRoekel and Beran at this week's White House Business Council briefing.

This past Monday, Beran pleaded with Steven VanRoekel, U.S. Chief Information Officer, that he lend his position to an effort to reenergize the nation's focus on the importance of telephone media in the nation's economy. "Let's talk about IT's 'Bastard Child,' the telephone!" Beran pleaded. "So much focus is being given to mobile apps, the internet, and alternate forms of media, that businesses have lost sight of the important grass-roots role the phone plays in the marketing success of their company," proclaimed Beran at this week's briefing of the White House Business Council. Beran's Pittsburgh based company, Advertel, was invited to participate in the briefing in part because of its national profile in telephone media. "I've been to your company's website," VanRoekel replied. "I understand where your concerns (for telephone branding) come from."

It's just convenient that 'Telephone Tuesday' falls on Christmas Eve and New Year's Eve. But Beran hopes the nation will adopt 'Telephone Tuesday' as a weekly tradition year 'round, thereafter.

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### About the author:

Beran is founder and President/CEO of Pittsburgh-based Advertel, Inc., and 40+ year veteran in the advertising, marketing, and telecommunication industries. Beran is one of the nation's pioneers in the on-hold message and telephone media industry, inventor of the only telephone audience measurement system (measures in come, reach and frequency similar to Arbitron's Radio Rating System,) and a variety of marketing niche products for business and industry. Beran recently launched "Solemnity Services," (solemnity.us) a series of marketing products for the death care industry as an outreach to families mourning the loss of a loved one. Beran is proposing a national cemetery version of Advertel's Solemnity Services in honor of the return of our fallen heroes.

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