

YELLOW PAGES

Minneapolis, St. Cloud – US West, in response to numerous complaints from advertisers and customers alike, has changed its policy regarding religious references in housing-related advertisements in its Yellow Pages. The new policy will allow religiously affiliated providers of permanent housing, (i.e.- nursing homes, retirement homes, etc.) to include religious symbols and references in their advertising.

In the most recent edition of the US West Yellow Pages, Catholic Charities of the St. Cloud Diocese, St. Benedict's Center and the Good Shepherd Lutheran Nursing Home were all forced to alter their ads, deleting symbols and changing phrases which included religious terminology.

Though advertisers were hoping for a change in policy by next year's edition, they were shocked at how quickly the change came about. The quick reaction by US West was brought about largely by the tremendous response of the St. Cloud community as well as coverage in national and local Catholic newspapers.

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