

National Black Church Initiative

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For Immediate Release

The National Black Church Initiative Launches A Boycott Against AT&T

Rotten customer service and high prices

Washington DC – The National Black Church Initiative (NBCI) a faith-based coalition of 34,000 churches comprised of 15 denominations and 15.7 million African Americans, is calling for a nationwide boycott against AT&T for their rotten services and high prices, especially through their new acquisition of Direct TV.

There are three compelling reasons why the National Black Church Initiative is going after AT&T. Many of NBCI's members, in a recent consumer survey have ranked AT&T customer service at a 1.5 out of 10 rating. We conducted this survey because of the continuous complaints that we have heard from our membership throughout the country. We feel that we must act in order to protect the economic integrity of our members. There are so many options in the marketplace and NBCI wants to make sure that our members are aware of them. They especially do not have to put up with rotten customer service and high prices from AT&T.

The Rev. Anthony Evans, President of the National Black Church Initiative says, "This boycott is critical to making sure that African American consumers, especially the 15.7 million members we represent through our 34,000 churches are treated with respect and given the best quality of service at hand. This is not the case with AT&T and Direct TV and this is why over 90,000 consumers in the third quarter decided to drop AT&T. What we are saying to our members is simple, AT&T is not a bargain, you should not use them and you should tell your whole family to boycott them because they do not treat our community with the respect they give to others around the country."

Our internal consumer survey revealed that when our members call concerning their phone service, or their cable service, especially Direct TV, they are repeatedly talked down to, disrespected and never get their questions answered. This is why it is important for us to protect our members by calling this boycott so that AT&T can both improve their services and adjust their high prices. This is why in April of 2015 the National Black Church Initiative came out against the merger of AT&T and Direct TV. We predicted that our members would be the victims of bad service and high prices. Our prediction or revelation has come to pass. They have both bad service and high prices. In that Press Release we indicated the following:

'To permit this merger to go forward, the government inevitable forsakes its role to protect vulnerable consumers given the history of both companies' engagement in fraudulent practices. The advancement of this merger will allow AT&T and Direct TV to do what they do best steal and overcharge consumers. We urge all Christians to oppose this merger.

As President Obama has expressed continuously, companies do not need to steal from their consumers as a business model. Because of consistent forms of trickery and stealing, we have served public witness to lawsuits Direct TV has embattled because of their immoral practice of overcharging consumers and attaching cancellation fees to all of its customers. In a recent settlement with 50 states and the District of Columbia, an article reported how settlements served as a vindication of the ongoing practice of stealing from customers.

The article reports "the settlements are supposed to end the long-vilified DIRECTV policy of imposing hundreds of dollars in cancellation penalties even if the reason for the customer canceling was due to the inability to receive a DIRECTV signal." AT&T, too, is guilty of the same immoral practice according to the FTC. AT &T has been convicted of cramming and fined \$105 million. An article reports according to the "FTC, AT&T Mobility, LLC allegedly charged consumers' mobile phone bills for third-party subscriptions or services that they never ordered or authorized. Many consumers weren't aware they had been paying — up to \$9.99 per month — for seemingly random horoscope text messages, flirting tips, celebrity gossip, wallpaper or ringtones that showed up on their phones." ‘

About NBCI

The National Black Church Initiative (NBCI) is a coalition of 34,000 African American and Latino Churches working to eradicate racial disparities in healthcare, technology, education, housing, and the environment. NBCI's mission is to provide critical wellness information to all its members, congregants, Churches and the public. Our methodology is utilizing faith and sound health science.

NBCI's purpose is to partner with major organizations and officials whose main mission is to reduce racial disparities in the variety of areas cited above. NBCI offers faith-based, out-of-the-box and cutting-edge solutions to stubborn economic and social issues. NBCI's programs are governed by credible statistical analysis, science based strategies and techniques, and methods that work. Visit our website at www.naltBlackChurch.com.