

Promoting the introduction of local 10-digit dialing and new area code 431 in Manitoba

Progress Report #1

June 10, 2011

Communications Progress Report

This Progress Report is submitted to the Relief Planning Committee (RPC) and CRTC staff for the Manitoba Overlay project.

This report outlines the public relations activities that the Telecommunications Alliance (TA) has undertaken, for the initial segment of Phase 1 of the communications campaign, to generate awareness for the introduction of local 10-digit dialing and new 431 area code in Manitoba. As the chair of the CATF and Telecommunications Alliance, MTS Allstream supervised the execution of the Alliance communications plan.

Also included in this document are the reports submitted by individual carriers.

About the Telecommunications Alliance

The Telecommunications Alliance has been established to manage the introduction of local 10-digit dialing and new area code in the 204 area. Members of the TA are: MTS Allstream, Rogers, TELUS, Bell, and Westman Communications Group.

Communication Objectives

- Increase awareness of 10-digit dialing and the new 431 area code that will serve the same geographic region as the 204 area code.
- Inform consumers and businesses
 - Make them aware of the new measures introduced in response to increasing demand for telecom services
 - Encourage the use of 10-digit dialing and inform customers they must reprogram equipment before July 2012
 - Limit negative perceptions and reactions to these changes.
- Develop core communication materials to be used by the TA members to increase awareness of 10DD.
- Provide open communication channels to address questions and concerns from residents and businesses regarding 10DD implementation.
- Lay the foundation for seamless addition of new area codes through successful transition to local 10DD.

Communication Strategies Phase 1 – Awareness Campaign

Since there will be changes in local dialing patterns, the TA proposes a targeted communications plan that will address the required steps for a smooth transition.

- Awareness Campaign- focuses on raising awareness of the switch to 10DD and new area code.

Timeframe: January 2011 to December 2011

Target Audiences

- Consumers, including cultural communities
- Businesses
- Consumer interest groups
- Business interest groups
- Media
- Government agencies (municipal, provincial, federal)

Activities- Highlights



PHASE 1–AWARENESS CAMPAIGN
MARCH-MAY 2011

- Development of the Alliance web site: www.dial10.ca and www.10chiffres.ca
- Development of an information brochure available through the TA website
- Distribution of key messages and questions and answers document to the members of the Alliance
- Media relations
 - Writing and issue of news release via CNW
 - Targeted distribution to business publications, regional media and web portals

- Communications to Alarm Associations
- Personalized letter to Government officials (federal, provincial, municipal)
- Information letter and document for Business associations and Stakeholders in Manitoba
- Advertisement in Newspapers / Community newspapers
 - Format: 6X9 inches Ad, Black and White
 - Markets: 20 selected Communities

PROGRESS REPORT

TELECOMMUNICATIONS ALLIANCE: PHASE 1 AWARENESS CAMPAIGN

Tactics	Date	Target market
Presentation to Alarm Association	January 11	CANASA, Manitoba Chapter
TA website	March 2	Media, consumer and business markets. See Web stats report here:  D:\110.ca stats may.xls
Information Brochure	March	Media, consumer and business markets.
Key messages document	April 4	TA Members
Personalized letter to Government officials	April 4	Governments (Federal & Provincial)
News release	April 5	Media (over 1000 contacts) 
Letter of information	April 6	Municipalities (181)
Personalized letter (reminder)	April 5	CANASA
Letter of information with direct link to the information brochure	April 6	Business Associations (87), Chamber of Commerce (69), Colleges & Universities (20), Tourism industry (47), First Nations (96), Alarm and Internet providers (45)
Print Advertisement	April 6- 21	Top 20 markets. See detailed below.
Progress report on MTS network updates	May 9	Alarm industry (CANASA)

PRINT ADVERTISEMENT CAMPAIGN -PHASE 1

<u>Market</u>	<u>Publication</u>	Week of April 4	Week of April 11	Week of April 18
Winnipeg	Free Press	Fr, Sa, Su	Th, Fr	
Winnipeg	Sun	Su	Fr, Su	
Winnipeg	Uptown		Th	
Brandon	Westman Journal	We		
Brandon	Sun	Sa	Fr, Sa	
Portage La Prairie	Central Plains Herald Leader	Sa		
Morden	Times		Th	
Winkler	Times		Th	
Neepawa	Press		We	
Dauphin	Herald		Tu	
The Pas	Opasquia Times		Fr	
Flin Flon	The Reminder		Fr	
Thompson	Citizen		We	
Steinbach	The Carillon		Th	
Selkirk	Journal		Th	
Gimli	Interlake Spectator		Th	
Stonewall	Argus & Teulon Times		Th	
Swan River	Star & Times		Tu	
Altona	Red River Echo		Th	
Virden	Empire Advance		Fr	
Carman	Valley Leader		Th	
Beausejour	Review		Th	
First Nation	Grassroots			Tu
First Nation	The Drum			Th

MEDIA COVERAGE -PHASE 1

Type of media	Title of Media	City/Region	Name of journalist	Date of publication	Date of interview
Print	Winnipeg Sun	Winnipeg	Russ Romaniuk	April 6	April 5
Print	Winkler Times	Winkler		April 6	
Print					
Print					
Radio	Radio Canada	Winnipeg	Genevieve Murchison	April 6	April 6
Radio	730 CKDM				April 6
Radio					
Television					
Television					
Web	Ca.finance.yahoo.com			April 5	
Web	www.canadianbusiness.com/markets			April 5	
Web	www.broadcastermagazine.com			April 5	
Web	www.istockanalyst.com			April 5	
Web	www.canada.com			April 5	
Web	Article.wn.com			April 5	
Web	www.mediacastermagazine.com			April 5	
Web	friendfeed.com			April 5	
Web	tmcnet.com			April 5	
Web	winnipegSPORT.com			April 5	
Web	winipegSun.com			April 5	
Web	Ca.news.yahoo.com/blogs/dailybrew			April 5	
Web	telecommunicationsnews.com			April 5	
Web	printerland.blogspot.com			April 5	
Web	mbchamber.mb.ca			April 6	
Web	moderntimes.com			April 6	
Web	winklertimes.com			April 6	
Web	Eedition.cpheraldleader.com			April 8	
Web	tmcnet.com			April 7	
Web	cartt.ca			April 9	
Web	730ckdm.ca			April 6	
Web	cwta.ca			April 11	
Web	digitalhome.ca			April 15	
Web	verticalnews.com			April 22	
Web	fuse.tv/news			April 5	
Web	canasa.org			April 12	
Web	ebrandon.ca			May 23	
Web	twitter.com/CanadaWireless			May 20	
Web	canasa.org			May10	

**PROGRESS REPORT
INDIVIDUAL CARRIERS**

MTS ALLSTREAM: PHASE 1 AWARENESS CAMPAIGN

This report identifies tactics MTS Allstream implemented for the benefit of its own customers and employees to generate awareness for the introduction of 10-digit dialing and the new 431 area code in Manitoba.

Tactics	Date	Target market
Development of a presentation for targeted customers	February	Major accounts, Governments
Internal awareness campaign: Intranet bulletin board news post, sales channel bulletin, customer contact employees briefing.	March	Employees
Message on MTS Web site . Link to Telecommunications Alliance 10-digit web site	April	Business / Consumer markets
Information page in directories	Starting with May 2011 edition	Business / Consumer markets
Information message on bills and e-bills	May	Business / Consumer markets
Bill insert & e-bill insert	May	Business / Consumer markets
Information message to targeted business customers e.g. sales calls	Ongoing	Major accounts & key stakeholder groups

IRISTEL: PHASE 1 AWARENESS CAMPAIGN

Iristel is following the schedule in the RIP and reports that all activities are proceeding according to the schedule contained in the RIP.



Iristel Progress Report -
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SHAW: PHASE 1 AWARENESS CAMPAIGN

Customer Awareness Progress Report 10-digit dialing in Manitoba UPDATE: MAY 19th, 2011 Launch: July 29, 2012

Channel	Description	Timing	Status
Website	<ul style="list-style-type: none"> - Includes information surrounding impact of changes. Specifically, timing/important dates, what consumers and businesses can do to prepare, and highlight the impacts of the changes. 	May 2011	<i>In progress, updates complete by May 31st</i>
Email	<ul style="list-style-type: none"> - Target: Current Shaw customers - Key Message: Act now to make changes to important systems (fax, alarms, etc) to avoid any disruption in service. Drive to Web site for more information. - Secondary Message (for non-Home Phone customers): Shaw Home Phone product messaging. 	May 2011, February 2012	<i>May 2011 email notification delayed until early June 2011. Second notification on track for February 2012.</i>
Invoice ad	<ul style="list-style-type: none"> - Target: Current Shaw Home and Business Phone customers - Key Message: Overview of changes and key dates. Drive traffic to web site. 	May 2011, April and June 2012	<i>May 2011 invoice ad moved to June 2011. April and June 2012 invoice ads are on track.</i>
Postcard	<ul style="list-style-type: none"> - Target: Current Home and Business Phone customers - Key Message: Act now to make changes to important systems (fax, alarms, etc) to avoid any disruption in service. Drive to Web site for more information. 	April 2012	<i>On track.</i>
Reminder Email	<ul style="list-style-type: none"> - Target: Current Shaw Home and Business Phone customers - Key Message: Don't forget to make changes to important systems (fax, alarms, etc) to avoid any disruption in service. Drive to Web site for more information. - Secondary Message (for non-Home Phone customers): 	June 2012	<i>On track.</i>

	Shaw Home Phone product messaging.		
Print Ads	<ul style="list-style-type: none"> - Market: Phone-ready areas in MB. - Message: Overview of changes and key dates. Emphasize that people's phone numbers will not change, nor will local area boundaries. Drive questions to web site. 	May-June-July 2012	<i>On track.</i>
Interstitial TV – 30 sec. spot	<ul style="list-style-type: none"> - Market: MB - Message: Overview of changes and key dates. Drive traffic to web site. - Media: Interstitials (A&E, CNBC, CNN, AMC, HDLN, SPEED, SPIKE, TLC, WTBS) & Contra (CMT, YTV and W) 	May-June 2012	<i>On track.</i>