

**CONSUMER AWARENESS TASK FORCE**  
**July 11, 2008**

**PROGRESS REPORT TO THE RELIEF PLANNING COMMITTEE (RPC)**  
**NPA's 250, 403, 780**

The CATF is following the schedule in the RIPs for NPAs 250, 403, and 780. All customer awareness implementation activities are proceeding according to the schedule contained in the Relief Implementation Plans (RIPs) for these NPAs.

The attached tables detail the work that has taken place.

Joint Activity:

Promoting the introduction of Local 10-digit dialing in the 250, 403, and 780 regions	
Update Report	
Date	Description
June 7, 2007	Issued a media release about the 250 decision from the CRTC
June 14, 2007	Issued a media release about the 403 and 780 decision from the CRTC
August 31, 2007	Combined communications plan completed
October 9, 2007	The western TA portion of the dial10.ca website went live
October 18, 2007	Issued a media release about the dial10.ca website content
Jan 2008	Launched the <a href="http://www.dial10.ca">www.dial10.ca</a> website
Jan 14, 2008	Mailed brochure to heavily impacted Business customers (alarm companies, etc)
Feb 4, 2008	Media release - Announcing the <a href="http://www.dial10.ca">www.dial10.ca</a> website
April 23, 2008	Media release - Reminder that the new AB area code and 10 digit local dialing are almost here
June 9, 2008	Media release – Reminder that 10 digit dialing is two weeks away
June 16, 2008	TV, Radio, and Print advertising launched
June 20, 2008	Media release – Reminder that 10 digit dialing starts next week
June 23, 2008	Permissive dialing announcement began being introduced into network switches
July 8, 2008	Media release – Almost 90 per cent of calls made using 10 digits
June, 2008	Bill insert developed and provided to WTA members.

*CRTC Update report June – July 11, 2008*

## **Media Coverage:**

The CATF has made PR a central part of its customer awareness activities with excellent success. A consistent, proactive approach is being taken to inform the media with news releases and interviews. PR activity has been conducted by spokespeople drawn from all member companies,

Since October 26, 2008 there have been several hundred pieces of media coverage generated regarding the move to 10-digit dialing in BC and Alberta. Coverage has appeared across TV, radio, print and online in media including:

### **June 2008**

- 24 Hours Edmonton
- 100 Mile House Free Press
- 660AM News
- A-Channel Victoria
- Agassiz Harrison Observer
- Alaska Highway News
- Alberni Valley Times
- Athabasca Advocate
- Barriere Star Journal
- Business in Vancouver online
- Caledonia Courier
- Calgary Herald
- Calgary Herald online
- Calgary Sun
- Campbell River Mirror
- Camrose Canadian
- Canadian Press (4)
- Castanet Kelowna
- CBC.ca (2)
- CBC Radio (3)
- CFX 1070 AM
- Chetwynd Echo
- Chilliwack Progress
- CJCI-FM (4)
- CKDV-FM (2)
- CKNW AM 980
- Clearwater Times
- Comox Valley Echo (2)
- Comox Valley Record
- CTV.ca
- Dawson Creek Daily News
- Edmonton Journal (2)
- Edmonton Sun (2)
- Edson Leader
- eMedia World
- Fernie Free Press
- Fort McMurray Today
- Fort Saskatchewan Record (2)
- CHEK-TV online
- Global Vancouver
- Goldstream News Gazette
- Golden Star
- Grande Prairie Daily Herald-Tribune (2)
- Houston Today
- Invermere Valley Echo
- Kamloops This Week (2)
- KBS Radio
- Kelowna Capital News (2)
- Kelowna Daily Courier
- Kimberley Daily Bulletin
- Kitimat Northern Sentinel
- Kootenay News Advertiser
- Kootenay Western Star
- Ladysmith Chronicle
- Lake Country Calendar
- Lake Cowichan Gazette
- Merritt Herald
- Metro Calgary
- Metro Edmonton (2)
- Nanaimo Daily News (2)
- Nanaimo News Bulletin
- Nelson Daily News
- Northerner
- North Island Gazette
- Oceanside Star
- Okanagan Sunday
- Okotoks Western Wheel
- Omineca Express
- Opinion 250
- Parksville Qualicum Beach News
- Peace River Record Gazette
- Peninsula News Review
- Penticton Herald
- Penticton Western News
- Pincher Creek Echo
- Ponoka News
- Province
- Province online
- PG-TV Prince George
- Prince George Citizen
- Prince George Free Press

- Quesnel Cariboo Observer
- Red Deer Advocate (2)
- Revelstoke Times Review
- Saanich News
- Saint City News
- Salmon Arm Observer
- Sherwood Park News
- Smithers Interior News
- Sooke News Mirror
- St. Albert Gazette
- StreetInsider.com
- Terrace Standard (2)

- Town & Country
- Trail Daily Times
- Vancouver Sun
- Vancouver Sun online
- Vernon Daily Courier
- Vernon Morning Star
- Victoria News
- Victoria Times Colonist
- Westcoaster.ca
- Whitecourt Star
- Williams Lake Tribune
- Yahoo News

### May 2008

- Airdrie Echo
- Burns Lake Lakes District News
- Calgary Herald
- CFX AM 1070
- Cochrane Times
- Fort Saskatchewan Record
- Kamloops This Week (2)

- Nelson Daily News
- North Island Gazette
- Oceanside Star
- Salmon Arm Observer
- Similkameen Spotlight
- St. Paul Journal

### April 2008

- AM 1150 Kelowna
- Astral Radio Okanagan
- Calgary Herald (2)
- Calgary Rush Hour
- Calgary Herald online
- CBC.ca
- CBC Radio Vancouver
- CBC TV Edmonton
- CHED AM 630 Calgary
- CHNL Radio (2)
- CHQR AM 770 News Calgary
- CJCI-FM The Wolf
- Country 95FM Lethbridge
- Edmonton Sun

- Fairchild Radio Vancouver
- Global Calgary
- Global Edmonton
- Golden Star
- Lethbridge Herald
- Mackenzie Times
- Okotoks Western Wheel
- Omineca Express
- PG-TV Prince George
- Prince George Citizen (2)
- Prince George Free Press
- Red Deer Express
- Vancouver Sun

### March 2008

- Burnaby News Leader
- CHEK-TV online
- Kamloops This Week
- Ladysmith Chronicle
- Langley Times
- Maple Ridge News
- Mission Record

- New Westminster News Leader
- North Island Gazette
- Richmond Review
- Saanich News
- Surrey North Delta Leader
- Victoria Times Colonist

### **February 2008**

- Alaska Highway News
- Business Edge
- Clearwater Times
- Comox Valley Record
- Edmonton Journal
- Edmonton Sun
- Golden Star
- Lake Country Calendar
- Nanaimo News Bulletin
- Penticton Western News
- PR-USA.net
- Quesnel Cariboo Observer
- Similkameen Spotlight
- TMCnet.com
- Vernon Morning Star

### **January 2008**

- Clearwater Times
- Invermere Valley Echo

### **November 2007**

- Barrhead Leader
- Barriere Star Journal
- Cowichan Valley Citizen
- Kelowna Capital News
- Lake Country Calendar
- Salmon Arm Observer
- Vernon Morning Star
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### **October 2007**

- Airdrie Echo
- Langley Times
- Mackenzie Times
- North Thompson Times
- Peace River Block News
- Revelstoke Times Review

The following tables contain activity updates from individual companies. Confirmation has been received from Globestar that as all of their customers dial a minimum of 11 digits when placing outgoing calls, the firm will not be doing any communications to them regarding 10 digit dialling.



**Promoting the introduction of Local 10-digit dialing in the  
250, 403, and 780 regions**

**Update Report**

<b>Date</b>	<b>Description</b>
To October 31, 2007	TELUS has co-chaired the Western Telecommunications Alliance and participated in all its working teams.
	TELUS has posted content drawn from the dial10.ca web content on telus.com
	TELUS has volunteered the contribution of space on the mytelus.com portal during the advertising phase of our plan's execution.
	TELUS has developed a brief for affected government bodies and begun briefing interested elected and non-elected officials.
	<p>TELUS has begun informing its business customers of the upcoming changes through:</p> <ul style="list-style-type: none"> <li>➤ Issuing the first of 6 planned targeted bill messages</li> <li>➤ Begun using large and medium business sales force to advise/engage business customers of changes, with a focus on most-affected businesses (such as alarm companies).</li> <li>➤ Begun using front line business agents to proactively engage business customers calling on an inbound basis of the changes</li> </ul>
To July 11, 2008	TELUS continues as co-chair of the Western Telecommunications Alliance and participates in all working teams, including the advertising sub team.
	Targeted bill messages have been sent to Business customers monthly since December 2007
	Targeted bill message sent to Residential customers in June 2008
	Letter sent to select Business customers who have a maintenance contract with TELUS but have not called to have NPA Relief related work scheduled – June 2008.
	Bill insert mailed to Residential customers in July 2008
	TELUS continues to respond to media queries.



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**Update Report**

<b>Date</b>	<b>Description</b>
June – October 2007	Bell participated in the Western Telecommunications Alliance and participated in the working teams. Bell has also developed plans to communicate the change with key audiences.
March 24, 2008	Bell has updated its website with information on dial10.ca.
March, 27, 2008	Bell has informed its employees about the move to 10-digit dialing.
Ongoing	Bell responded to media requests on 10-digit dialing.
	Bell has begun the process of informing its business customers of the upcoming changes. Bell Mobility informed the WR clients of 10-digit dialing, using SMS, IVTM and a bill message. This was completed end of October 2007.
May 15, 2008	Bell, Western Region has informed its business customers of the upcoming changes via letter.



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**Update Report**

<b>Date</b>	<b>Description</b>
To June, 2008	Rogers continues to engage business customers on the necessary changes for local 10-digit dialing.
	Rogers has worked on the Consumer sub-task force to develop the mass advertising campaign, standard bill insert and direct mail piece
	Rogers is distributing bill inserts to the customer base to increase local 10-digit dialing awareness.
	Fido is sending out a text messaging blast to the customer base introducing local 10-digit dialing
	Rogers and Fido have updated their websites to provide local 10-digit dialing information.
	Rogers responded to media requests on 10-digit dialing



**Promoting the introduction of Local 10-digit dialing in the  
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**Update Report**

Date	Description
To October 26, 2007	Northwestel has been actively participating in the Western Telecommunications Alliance and the Consumer Awareness Task Force
	Northwestel has held briefings with municipal and First Nations governments in its northern BC operating area
	Northwestel has posted content on nwtel.ca
	Northwestel provided information at a consumer trade show in its northern BC operating area

To June 23, 2008	Northwestel has continued its active participation in the Western Telecommunications Alliance and the Consumer Awareness Task Force
	Northwestel has continued to update its website with content, including a visible link on its home page to the dial10.ca website
	Bill inserts to consumer and business customers in Northern BC began appearing in customers' bills in late June and will continue through to the end of August.
	Northern BC newspapers are included in the Alliance's media schedule for June, July and August and ads have begun to appear. Newspaper ads have also been placed in Whitehorse, Yukon newspapers to reach customers in northern BC not reached by the other BC media.
	Northwestel is participating with the Alliance in the development of a direct mail letter to its northern BC customers, and is currently finalizing its distribution database.
	Northwestel distributed information leaflets at consumer trade shows in Fort Nelson, BC and Whitehorse, Yukon in May, 2008.
	Northwestel's 2008 Northern BC & Yukon telephone directory, issued on May 1, contains a full page of information.
	Northwestel service technicians are providing an information leaflet to customers on every premise visit.



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**Update Report**

<b>Date</b>	<b>Description</b>
To October 26, 2007	CityWest services one exchange – Prince Rupert, BC. To date, CityWest has issued a press release in the local media in Prince Rupert.
	CityWest has arranged for the 2008 phone directory to include a notification to customers.
	CityWest will issue follow-up news releases when important dates are upcoming.
	CityWest will be adding a link to the dial-10 website off of the company website.
	CityWest will be issuing a billing insert in 2008 with important information and dates.
	CityWest will make use of our internal Channel 10 – community programming channel to relay information on 10-digit dialing in Prince Rupert.
March , 2008	CityWest mailed out 10-digit dialing brochures to every home and business in Prince Rupert.
June 9, 2008	CityWest issued reminders in print and radio of the permissive dialing to be phased in June 23 <sup>rd</sup> .
June 23 <sup>rd</sup> , 2008	CityWest phased in permissive dialing



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**Update Report**

<b>Date</b>	<b>Description</b>
To October 31, 2007	Allstream has participated in the West Telecommunications Alliance.
	Allstream is in the process of transferring new content to it websites from the dial10.ca site, as well as linking to dial10.ca.
	Allstream will be issuing communications to all customer-facing personnel informing them of the move to 10-digit dialing in the newly affected areas and what they must tell customer to help them prepare for this change.
	Allstream will be issuing a billing insert in 2008 with important information and dates
To June 27, 2008	Allstream continues its participation in the West Telecommunications Alliance.
	Allstream created and dedicated web content pages in the Customer Care section of its Allstream.com portal to advise and educate it's customers about the move to 10-digit dialing in the BC and Alberta, see <a href="http://www.allstream.com/customer-care/bulletins/10digit_alberta.html">www.allstream.com/customer-care/bulletins/10digit_alberta.html</a> . This content is promoted in the Customer Quick Links section of the Allstream.com homepage <a href="http://www.allstream.com/home">www.allstream.com/home</a> as well as in the Customer Bulletins section of the web site <a href="http://www.allstream.com/customer-care/bulletins">www.allstream.com/customer-care/bulletins</a> .
	Allstream issues communications to its customer-facing personnel (sales, customer service, customer operations, etc.) informing them of the move to 10-digit dialing in the newly affected areas and what they must tell customer to help them prepare for this change. Speaking points and web reference links were include as a part of those communications
	Allstream issued a billing insert and on-bill message to its customers through the May and June 2008 time frame, informing of the move to 10-digit dialing in the newly affected areas. What these implies for them for their telephony based communications systems and providing link for where to get more information on what to do ensure preparedness for the changes.
	In June Allstream issued a dedicated mailing to its active installed telephony equipment customer base in the 250, 403 and 780 regions reminding them of the move to 10-digit dialing, what these changes imply for them for their telephony equipment, the types reprogramming changes they may have to make. Also provided were links and telephone numbers for where to get more information on what to do ensure preparedness for the changes.



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**Update Report**

<b>Date</b>	<b>Description</b>
To June 30, 2008	Shaw has notified all business and residential customers of the new area codes and 10-digit dialing using e-mail, letters and bill inserts
	Shaw has placed notifications in local newspapers in all Shaw digital phone serving areas.
	Shaw has placed a 10-digit information and FAQ on Shaw's website.
	Shaw continues to notify customers of 10-digit dialing implementation and the introduction of the new area codes in BC and Alberta.