

**Promoting the introduction of local 10-digit dialing and new area
Code 639 in Saskatchewan**

CATF Final Report

July 3, 2013

Communications Progress Report

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

This report outlines the public relations activities individual TSPs have undertaken February 2012 to May 11, 2013, to generate awareness of the introduction of local 10-digit dialing and the new 639 area code in Saskatchewan.

Included in this document are the reports submitted by these individual carriers:

SaskTel
DistribuTel
IrisTel

After numerous reminders, the following TSP's did not submit a progress report to the CATF:

MTS
Rogers Communications/FIDO
Shaw
TELUS
Allstream

**PROGRESS REPORT
INDIVIDUAL CARRIERS**

SASKTEL: PHASE 2 Preparation for Permissive Dialing Campaign

- Prepare customers for the implementation of the “Permissive Announcement”
- Increase awareness of 10-digit dialing and the new 639 area code that will serve the same geographic region as the 306 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 May 11, 2013.
 - Limit negative perceptions and reactions to these changes.
- Provide open communication channels to address questions and concerns from residents and businesses regarding 10DD implementation.
- Lay the foundation for the seamless addition of new area codes through successful transition to local 10DD.

Tactic	Date	Target
New Area Code website launch	November 14, 2011	Consumer & Business Customers
News Release	March 31, 2011 December 12, 2011 January 4, 2013 May 8, 2013	Consumer & Business Customers
Public Service Announcement	February 21, 2013	Consumer & Business
Twitter & Facebook Messages	December 12, 2011 September 11, 2012 December 11, 2012 January, 2013	Consumer & Business Customers
Bill insert (wireline and wireless)	January 2013 April 2013	Consumer & Business Customers
Bill Message (wireline and wireless)	Nov/Dec 2011 May 2012 September 2012 November 2012 December 2012 January 2013 February 2013 (wireline) March 2013 (wireline) April 2013	Consumer & Business Customers
SaskTel Bill Envelopes (wireline and wireless)	May 2012 Sept 2012 Nov 2012 Dec 2012 Jan 2013 February 2013(wireline) March 2013(wireline) April 2013 May 2013	Consumer & Business Customers

Print ¹	See chart Below	Consumer & Business Customers
Radio ²	Started Feb 4, 2013 for 4 week duration See chart Below	Consumer & Business Customers
On-line Banner ads	Dec 31, 2012 to Feb 25, 2013	Consumer & Business Customers
SaskTel Stores Posters, Electronic Messaging, Copy of Bill Insert	Jan 2013 - May 31 2013	Consumer & Business Customers
SaskTel customer newsletter article (distributed in every customer bill)	Dec. 2011 Mar. 2012 Sept 2012 Dec 2012 Mar 2013	Consumer & Business Markets
Text Message	Feb 19, 2013, flighted over 5 weeks to Mar 22,2013.	SaskTel Wireless customers and employees
SaskTel IVR message	Jan 2013	Consumer & Business Markets
Internal Awareness Campaign	November 2011 – ongoing IntraNET Page Management Bulletins (6) IntraNet Stories (4) Email reminders (Internal) (15) Elevator Slides – Mar 2011 – May 2013 Video (1)	Employees
Business Customer, direct letters ³	See Below	Business Customers

1 - News Papers

Regina Leader-Post	Feb 11, 15, 22, 26	Battlefords News Optimist	Wed
Saskatoon StarPhoenix	Feb 11, 15, 22, 26	Estevan Mercury	Wed
Moose Jaw Times Herald	Feb 15, 22, 26	Melfort Journal	Tues
Prince Albert Daily Herald	Fri Feb 15, 22, 26	Weyburn Review	Wed
Regina Metro	Fri Feb 15, 22	Yorkton This Week	Wed
Saskatoon Metro	Fri Feb 15, 22	*Swift Current SW Booster	Thurs
Week of Feb 11		Weeklies: week of Feb 11	
Battlefords News Optimist	Wed	Kelvington Northeast Chronicle	Wed
Estevan Mercury	Wed	Kyle Times	Fri
Melfort Journal	Tues	Pierceland Beaver River Banner	Wed
Weyburn Review	Wed	Moose Jaw Express	Tues
Yorkton This Week	Wed	Saskatoon Express	Tues
*Swift Current SW Booster	Thurs		

Weeks of Feb 18

Weeklies: week of Feb 11

Assiniboia Times	Fri	Macklin Mirror	Wed
Battlefords Regional Optimist	Fri	Maple Creek News	Thurs
Bengough Deep South Star	Thurs	Meadow Lake Northern Pride	Tues
Biggar Independent	Mon	Meadow Lake Progress	Thurs
Broadview Express	Mon	Melville Advance	Wed
Canora Courier	Wed	Moosomin World Spectator	Mon
Carlyle Observer	Fri	Nipawin Journal	Wed
Carnduff Gazette Post News	Fri	Nokomis/Strasbourg Last Mountain	Tues
Coronach Triangle News	Mon	Northeast Sun (Melfort/Nipawin)	Fri
Craik Weekly News	Mon	Outlook (The)	Thurs
Cut Knife Highway 40 Courier	Wed	Oxbow Herald	Mon
Davidson Leader	Mon	Preeceville Progress	Thurs
East Central Trader	Fri	Prince Albert Rural Roots	Thurs
Esterhazy Miner Journal	Mon	Radville Star	Thurs
Estevan Lifestyles	Thurs	Redvers Optimist	Sat
Eston Elrose Press Review	Tues	Regina Sunday Post	Sun
Foam Lake Review	Mon	Rosetown Eagle	Mon
Fort Qu'Appelle Times	Tues	Rosthern The SaskValley News	Thurs
Gravelbourg Tribune	Mon	Saskatoon Sunday Phoenix	Sun
Grenfell Sun	Mon	Shaunavon Standard	Tues
Gull Lake Advance	Tues	Shellbrook Chronicle	Fri
Herbert Herald	Tues	Spiritwood Herald	Fri
Hudson Bay Post Review	Thurs	Swift Current Prairie Post	Fri
Humboldt Journal	Wed	The Reminder (Creighton/Flin Flon)	Wed
Indian Head Wolseley News	Mon	Tisdale Parkland Review	Fri
Ituna News	Mon	Tisdale Recorder	Wed
Kamsack Times	Thurs	Unity/Wilkie Press Herald	Mon
Kerrobert Citizen	Wed	Wadena News	Wed
Kindersley Clarion	Wed	Wakaw Recorder	Wed
Kipling Citizen	Fri	Warman Clarks Crossing Gazette	Thurs
La Ronge Northerner	Thurs	Watrous Manitou	Mon
Langenburg Four Town Journal	Wed	West Central Crossroads	Fri
Lanigan Advisor	Mon	Weyburn This Week	Fri
Leader News	Wed	Whitewood Herald	Mon
Lloydminster Meridian Booster	Wed	Wynyard Advance Gazette	Mon
Lloydminster Source	Thurs	Yorkton News Review	Thurs
Lumsden Waterfront Press	Thurs		

2 - Radio

Station	Weekly Occasions
CKCK - Jack FM -Reg	20
CIZL - Z99 FM -Reg	15
CKRM -Reg	15
CJMK - Magic 98.3- stn	20
CRUZ - Cruz 96.3- stn	15
CKOM- stn	15
CHAB -MJ	20
CILG - Country 100- MJ	15
Estevan-CJSL -Est	20
Weyburn-CFSL - Wey	20
Melfort-CJVR -	20
CJGX - GX 94 -Ytn	20
CFGW - The Fox - Ytn	20
CKBI -pa	20
CFMM - Power 99- PA	15
North Battleford- CJNB	20
Swift Current-CKSW	20

3 - Business Communications

Date	Tactic
10-Jan-12	2022 Business letters mailed
10-Jan-12	41 Security Provider letters mailed
January 2012	Phone call to 14 security companies
17-Jan-12	2026 Business letters mailed
24-Jan-12	5377 Business letters mailed
31-Jan-12	5062 Business letters mailed
7-Feb-12	5000 Business letters mailed
14-Feb-12	4740 Business letters mailed
21-Feb-12	3729 Business letters mailed
28-Feb-12	3375 Business letters mailed
24-May-12	314 current Norstar First Service customer letters
1-Oct-12	PBX message sent to all Sales Managers
10-Oct-12	267 current BCM First Service customer letters
17-Oct-12	267 current BCM First Service customer letters
14-Nov-12	4793 Centrex customer letters
13-Dec-12	"In Jeopardy" customer letters (PBX, BCM with PRI/ BRI) and lists sent to Sales Primes to obtain signature
12-Feb-13	Reminder letter sent to half of business customers
19-Feb-13	Reminder letter sent to other half of business customers
05-Mar-13	Letter to business customers in Kinoosao and Uranium City
12-Mar-13	Email to all business customers
15-Apr-13	17 letters to business customers with Teletypewriter service
15-Apr-13	Final reminder letter to half of business customers
22-Apr-13	Final reminder letter to other half of business customers

**PROGRESS REPORT
INDIVIDUAL CARRIERS**



Distributel Communications Limited

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June 3, 2013

Final Progress Report to the NPA 306 Consumer Awareness Task Force (CATF)

Distributel Communications Limited (Distributel) submits this final progress report to the Consumer Awareness Task Force (CATF).

Distributel is not a CLEC in Saskatchewan at the present time. However, Distributel owns ThinkTel Communications Limited, a reseller who does provide local telephone service to end customers in Saskatchewan.

This report identifies the tactics Distributel/ThinkTel has implemented on behalf of its own customers and employees to generate awareness for the introduction of 10-digit dialing and the new NPA 639 area code in Saskatchewan.

Tactics	Target Date	Target Market	Progress
Website	November 2011	Consumer & Business Markets	Completed
On-Line Newsletter	November 2011	Consumer & Business Markets	Completed
Internal awareness campaign	November 2011	Employees	Completed

Results: The communications campaign resulted in a successful transition to local 10-digit dialing and awareness of the new NPA 639.

Diane Dolan

Distributel Communications Limited

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May 29th, 2013

Iristel Inc. has notified all front line sales channels and internal staff of the new area code.

We will also send messages to all our Consumer and Business customers to advise them of the new area code.

Thank you,



ANDREEA BADEA

Regulatory Affairs

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