

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

Final report

12 December 2012

TELECOMMUNICATIONS ALLIANCE

FINAL REPORT

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 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 supervised the execution of the Alliance communications plan.

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

About the Telecommunications Alliance

The Telecommunications Alliance has been established to implement a mass communications campaign to generate awareness about the introduction of local 10-digit dialing and new 431 area code in Manitoba. Members of the TA are: MTS, 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 29th 2012
 - Limit negative perceptions and reactions to these changes.
- Develop core communication materials to be used by the TA members to increase awareness of local 10-digit dialing.
- Provide open communication channels to address questions and concerns from residents and businesses regarding 10-digit dialing implementation.
- Lay the foundation for seamless addition of new area codes through successful transition to local 10-digit dialing.

Communication Strategies

Multi-phased communications plan that addresses the required steps for a smooth transition:

- Awareness Campaign - focused on raising awareness of the switch to 10-digit dialing and implementation of the new area code 431.
Timeframe: January 2011 to December 2011

- Action Incentive Campaign - focused on a call to action. What residents need to do in order to prepare for local 10-digit dialing.
Timeframe: December 2011 to July 29, 2012
- The last phase - End of permissive period - focused on reporting the successful transition to 10-digit dialing and generate awareness of the new area code.
Timeframe: July 29, 2012, to November 2012.

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-DECEMBER 2011

- 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
- Communications to alarm associations
- Media relations
 - Writing and issuance of news releases
 - Targeted distribution to business publications, regional media, and web portals
 - Media follow-ups
- Personalized letter to government officials (federal, provincial, municipal)
- Information letters for business associations and stakeholders in Manitoba
- Advertisement in newspapers / community newspapers
 - Format: 6X9 inches ad, black and white
 - Markets: 20 selected communities

PHASE 2—ACTION INCENTIVE CAMPAIGN DECEMBER 2011- JULY 29, 2012

- Alliance web site: www.dial10.ca and www.10chiffres.ca
- Targeted communications to radio stations, signage and advertisement companies
- Media relations

- Writing and issuance of news releases via CNW
- Targeted distribution to business publications, regional media and web portals
- Media follow-ups
- Personalized letter to government officials (federal, provincial, municipal)
- Personalized letters to municipalities not served by 9-1-1
- Reminder letter for business associations and stakeholders
- Advertisement in daily and community newspapers
 - Format: 1/2 page ad, black and white
 - Markets: 20 communities selected based on population
- Web (display ad)
 - Geo-targeted to the province of Manitoba
 - Ran on popular sites targeting general population
 - Drive traffic to Alliance website
 - Format: big box, with click-through to dial10.ca
- Web (search)
 - Intercept with text link and banner at every request related to area codes or similar category
 - Geo-targeted to the province of Manitoba
- Radio
 - High frequency medium which offers final call to action
 - Markets: top 20 communities (by population)
 - Concentrate during four weeks
 - Format: 30 second message

PHASE 3—END OF PERMISSIVE PERIOD

JULY 29, 2012- NOVEMBER 15, 2012

- Media relations
 - Writing and issuance of news releases via CNW
 - Targeted distribution to business publications, regional media and web portals
 - Media follow-ups
- Reminder email to municipalities served by a technology that could not support the permissive network message
- Reminder email to business associations and chamber of commerce located in communities served by a technology that could not support the permissive network message

Results

Telecommunications Alliance (TA)

The TA was formed to address the communications aspects of the Overlay project in Manitoba. The TA communications campaign was successful in terms of providing information and raising awareness about new local dialing procedures. Participation of major local service providers in the TA was key:

- Allowed for one voice. The entire telecom industry spoke together and shared responsibility for the change.
- Provided consistent message. The TA developed materials to ensure that all providers would carry the same messages to their own customers.

It is recommended that future Relief Planning Committees implement a similar initiative in order to ensure a consistent and timely message in all customer communications initiatives.

All carriers should participate in future Telecommunications Alliance projects.

Having recently developed efficient communications programs and tools, TA will be able to develop large-scale programs at reduced cost for any future overlay project.

Campaign




The Telecommunications Alliance, under MTS direction, has undertaken various initiatives with the media to maximize awareness about 10-digit dialing. These actions have paid off since carriers, operating in Manitoba, have reported no issues or significant increase in call volumes since the start of 10-digit dialing.




- Media coverage was very good with approx. 300 articles and news broadcasts over the entire campaign.
 - Print: 40
 - Radio: 38
 - Television: 8
 - Web: 205
- The advertising campaign was successful:
 - The web campaign concluded with a cumulative click through rate (CTR) well above the Canadian benchmark for the Telecom industry
 - The campaign reached a very high percentage of Manitoba's online population. 7.4 million impressions were delivered.
 - The advertisement was viewed on average three times or more during the course of the campaign. This high frequency of exposure coupled with the CTR above industry benchmarks, shows strong levels of awareness with the online Manitoban community.
 - Numbers of visits to the TA website: 78,000 over the entire campaign.

It is recommended that future Relief Planning Committees implement a similar customer communications strategy in order for the CNAC and CRTC to monitor the effectiveness of the communications campaign and to provide early warning of significant consumer concerns.

Annexes

TELECOMMUNICATIONS ALLIANCE SCHEDULE OF COMMUNICATIONS ACTIVITIES

Tactics	Date	Target market
Presentation to Alarm Association	January 11	CANASA, Manitoba Chapter
TA website	On line as of March 2, 2011	Media, consumer and business markets.  Delicade v01 2012 Thal 38
Information Brochure	March 2011	Media, consumer and business markets.
Key messages document	April 4, 2011	TA Members
Personalized letter to Government officials	April 4, 2011	Governments (Federal & Provincial)
News release	April 5, 2011	Media (over 1000 contacts)  Alliance news release Kirkston-11 doc
Letter of information	April 6, 2011	Municipalities (181)
Personalized letter (reminder)	April 5, 2011	CANASA
Letter of information with direct link to the information brochure	April 6, 2011	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, 2011	Top 20 markets. See details below.
Progress reports on MTS network updates	May 9, 2011 July 11, 2011 September 14, 2011 October 13, 2011 November 30, 2011	CANASA (Alarm Industry)
News release	November 1, 2011	Media (over 1000 contacts)  Alliance NR 2 Manitoba - v final oct 3
Letter of information with direct link to the TA website	November 1-2, 2011	Business Associations (82), Chamber of Commerce (68), Regional Health authorities (18) Colleges & Universities (18),

		Tourism industry (43), Alarm and Internet providers (17), Property Management (27)
Media follow-ups	Week of December 5, 2011	Media
Personalized letter	February – March 2012	Radio stations (250+), Signage and Advertisement agencies (42)
News release	April 10, 2012	Media (over 1000 contacts)  Ministère de la Santé et des Services sociaux
Personalized letter to Government officials	April 10, 2012	Governments (Federal & Provincial)
Personalized letter to Municipalities	April 11-12, 2012	Municipalities (170)
Reminder letter	April 13- 23, 2012	Business Associations (82), Chamber of Commerce (68), Regional Health authorities (18) Colleges & Universities (18), Tourism industry (43), Alarm and Internet providers (17), Property Management (27) First Nations (33) Seniors associations (100)
Print Advertisement	April 14 - July 27, 2012	Top 20 markets. See details included in the annexes
Web advertisement	April 16 - July 29, 2012	See details included in the annexes
Web Search	April 16 - July 29, 2012	See details included in the annexes
Personalized letter	May 29, 2012	Municipalities not served by 9-1-1
Key messages document (updates)	June 2012	TA Members
Radio Advertisement	July 1 - 29, 2012	See details included in the annexes
Reminder letter	July 16 - 19, 2012	Fed & Prov Governments (75) Municipalities (172) Business Associations (82), Chamber of Commerce (57), Regional Health authorities (18) Colleges & Universities (14), Tourism industry (38), Alarm and Internet providers (18), Property Management (27) First Nations (33) Seniors associations (101)
News release	July 24, 2012	Media (over 1000 contacts)  Ministère de la Santé et des Services sociaux
News release	October 16, 2012	Media  Ministère de la Santé et des Services sociaux
Reminder email	October 16, 2012	Municipalities (31) Business Associations(25)

Media Coverage

MEDIA COVERAGE -PHASE 1 AWARENESS CAMPAIGN APRIL- JUNE 2011

Type of media	Title of Media	City/Region	Date of publication	Date of interview
Print	Winnipeg Sun	Winnipeg	April 6	April 5
Print	Winkler Times	Winkler	April 6	
Radio	Radio Canada	Winnipeg	April 6	April 6
Radio	730 CKDM			April 6
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	winnipegssport.com		April 5	
Web	winipegssun.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	

**MEDIA COVERAGE -PHASE 1 AWARENESS CAMPAIGN
JUNE- DECEMBER 2011**

Type of media	Title of Media	Date of publication	Date of interview
Print	Winnipeg Free Press	Nov 3	Nov 1
Print	Brandon Sun	Nov 3	
Print	Portage la Prairie Daily Graphic	Nov 4	
Print	The Grandview Exponent	Nov 8	
Print	Selkirk Journal	Nov 11	
Radio	CFRY Radio	Nov 1	Nov 1
Radio	730 CKDM	Nov 1	Nov 1
Radio	CJEL / CKMW Radio	Nov 2	Nov 2
Radio	The Star / CKLQ Radio	Nov 2	Nov 2
Radio	Goldenwest Radio	Nov 2	Nov 2
Radio	Société Radio-Canada Winnipeg	Nov 3	Nov 3
Radio	CFAR	December 9	December 9
Television	City TV (interview with AAA Alarms)	November	Nov 16
Television			
Web	Manitoba Chambers of Commerce	June 1	
Web	Carmen and Community Chamber	June 6	
Web	Canasa.org	June13	
Web	eedition.winklertimes.com	Sept 1	
Web	www.protelecalarms.com	Sept 9	
Web	nationalpost.com	Sept 22	
Web	www.marketnews.ca	Sept 22	
Web	www.telecomusers.mb.ca/	Oct 13	
Web	www.ebrandon.ca/messagethread.aspx	Oct 20	
Web	http://finance.alphatrade.com	Nov 1	
Web	mobilesyrup.com	Nov 1	
Web	www.tmcnet.com	Nov 1	
Web	www.lelezard.com	Nov 1	
Web	www.facebook.com/.../posts/189627491117324	Nov 1	
Web	article.wn.com/...	Nov 1	
Web	money.ca	Nov 1	
Web	inagist.com	Nov 1	
Web	winnipegfm.com	Nov 1	
Web	Mobile-phones.org	Nov 1	
Web	profectio.com/Manitoba-to-add-10-digit-calling	Nov 1	
Web	Winnipeg news archive.wn.com	Nov 1	
Web	winnipegmedia.com	Nov 1	
Web	cartt.ca	Nov 2	
Web	730ckdm.ca	Nov 2	
Web	silobreaker.com	Nov 2	
Web	sulia.com	Nov 2	
Web	cartt.ca	Nov 2	

Web	730ckdm.ca	Nov 2	
Web	silobreaker.com	Nov 2	
Web	sulia.com	Nov 2	
Web	smartphoneagent.com	Nov 2	
Web	yellowcanadapages.com	Nov 2	
Web	chrisd.ca	Nov 2	
Web	winnipegfreepress.com	Nov 3	
Web	portageonline.com	Nov 3	
Web	Brandonsun.com	Nov 3	
Web	chrisd.ca	Nov 3	
Web	winnipegfreepress.com	Nov 3	
Web	portagedailygraphic.com	Nov 3	
Web	Brandonsun.com	Nov 3	
Web	silobreaker.com	Nov 3	
Web	topix.com	Nov 3	
Web	tmcnet.com	Nov 4	
Web	Canadianheadlines.net	Nov 5	
Web	steinbachonline.com	Nov 7	
Web	travelmanitoba	Nov 7	
Web	grandviewexponent.com	Nov 8	
Web	areacodelocations.info	Nov 8	
Web	hanovermb.ca	Nov 8	
Web	onlinenewstoday.net	Nov 8	
Web	selkirkjournal.com	Nov 11	
Web	Pembinavalleyonline	Nov 12	
Web	yellowcanadapages.com/mb	Nov 12	
Web	brandonsun.com/areyoureadyforManitoba	Nov 13	
Web	Pilipino-express.com	Nov 16	
Web	naylornetwork.com	Nov 16	
Web	interlakespectators.com	Nov 19	
Web	telecomusers.mb.ca	Dec 1	
Web	townvox.com	Dec 1	
Web	interlakesspectator.com	Dec 2	
Web	730ckdm.ca	Dec 2	
Web	Pilipino-express.com	Dec 5	
Web	canasa.org	Dec 8	

**MEDIA COVERAGE -PHASE 2 ACTION INCENTIVE CAMPAIGN
January-July 2012**

Type of media	Title of Media	Date of publication	Date of interview
Print	Manitoba Senior Guide	2012-2013 edition	
Print	Metro	April 11	April 10
Print	Winnipeg Sun	April 11	
Print	Winnipeg Free Press	July 5	July 4
Print	Winkler Times	July 19	
Print	Winnipeg Sun	July 22	July 20
Print	Metro	July 24	July 23
Print	Westman Journal	July 25	July 24
Print	Valley Leader	July 25	
Print	Winnipeg Sun	July 26	
Print	Winnipeg Free Press	July 27	
Print	Brandon Sun	July 27	July 25
Print	The Drum	July 27	
Print	Thompson Citizen	July 27	
Print	Selkirk Journal	July 27	
Print	Morden Times	July 27	
Print	Winnipeg Free Press	July 28	July 27
Print	Winnipeg Free Press	July 30	
Print	Winnipeg free Press	July 31	July 30
Print	Stonewall Tribune	August 2	
Radio	CFRY Radio	April 11	April 11
Radio	CHTM radio	April 16	Week of April 16
Radio	730 CKDM	Feb 15	
Radio	CYBF Manitoba	Feb 15	
Radio	CJ 107	Feb 15	
Radio	CJOB	July 3	July 3
Radio	980 Am	July 4	
Radio	900 AM	July 4	
Radio	610 CHTM	July 16	July 16
Radio	Mix 96	July 16	July 16
Radio	CJ104	July 23	
Radio	CKDM	July 24	July 24
Radio	CKLQ	July 24	July 24
Radio	CJAR	July 25	July 25
Radio	92 CITI FM	July 25	
Radio	CBC	July 26	July 26
Radio	CFRY	July 26	July 26
Radio	Radio Canada	July 27	July 27
Radio	CJOB 68	July 27	
Radio	AM980	July 27	
Radio	CJOB 68	July 29	
Radio	CITI	July 30	July 30

Television	CTV News	July 19	
Television	CTV Morning Show Winnipeg	July 24	July 24
Television	Global News	July 26	July 26
Television	Radio Canada	July 27	July 27
Television	CITY TV	July 30	July 30

Web	www.canasa.org	Feb 14	
Web	www.cj107radio.com/	Feb 15	
Web	730ckdm.ca/.../dont-forget-to-add-the-code-	Feb 15	
Web	Winnipeg Sun.com	April 10	
Web	www.mysteinbach.ca/newsblog/15106.html	April 10	
Web	modernmb.com	April10	
Web	altona.ca	April10	
Web	dauphin.ca	April 10	
Web	Portageonline.com	April11	April 11
Web	Swan Valley	April 11	
Web	deloraine.posterous.com	April 11	
Web	metronews.ca	April 11	
Web	silobreaker.com	April 11	
Web	www.killarney.ca	April 11	
Web	www.godof.info	April 11	
Web	brandonsun.com	April 12	
Web	carmanvalleyleader.com	April 12	
Web	www.cityofselkirk.com	April 13	
Web	City of Winkler	April 13	
Web	www.portageonline.com	April 15	
Web	www.telecomdb.com	April 16	
Web	www.telephoneareacodes.co.uk	April 16	
Web	www.mbchamber.mb.ca	April 17	
Web	999.rose.ca	April 18	
Web	Rural Municipality De Salaberry	April 18	
Web	Western Retail lumber association (toolbox e-newsletter)	April 19	
Web	Ebrandon.ca	June 29	
Web	CFIB	June 29	
Web	Mordenmb.com	June 29	
Web	Topix.com	July 5	
Web	TMCNET.com	July 9	
Web	Manitoba wild life federation	July 17	
Web	Manitoba Chamber of Commerce	July 17	
Web	steinbachonline.com	July 21	
Web	14U news	July 23	
Web	portage daily	July 23	
Web	Yahoo.com	July 24	
Web	marketnews	July 24	
Web	Action Redaction	July 24	
Web	Crisd.ca	July 25	
Web	the wire report	July 25	
Web	Breaking News	July 26	
Web	Silo Breaker	July 26	
Web	Century 21	July 26	
Web	Winnipeg.ca	July 26	

Web	Manitoba Government	July 26	
Web	W newsWhip	July 27	
Web	TMC.net	July 27	
Web	radiocanada.ca	July 27	
Web	Selkirkjournal.com	July 27	
Web	Winklertimes.com	July 27	
Web	MSN actualites	July 28	
Web	Winnipegfreepress.com	July 28	
Web	seopressrelease	July 29	
Web	640toronto.com	July29	
Web	Carman Valleyleader.com	July 29	
Web	CKNW.com	July 29	
Web	Cjob.com	July 29	
Web	Winnipeg Free Press.com	July 30	
Web	sbwire.com	July 31	
Web	blog.rogersbroadcasting.com/	August 3	
Web	metronews.ca	August 7	
Web	morderntimes	August 7	

**MEDIA COVERAGE -PHASE 3 END OF PERMISSIVE
July- November 2012**

Type of media	Title of Media	Date of publication	Date of interview
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Print	Winnipeg Sun	October 17	
Print	Kingston Whig Standard	October 17	
Print	Chatham Daily News	October 17	
Print	Cornwall Standard Freeholder	October 17	
Print	Belleville Intelligencer	October 17	
Print	Timmins Daily Press	October 17	
Print	St. Catharines Standard	October 17	
Print	Welland Tribune	October 17	
Print	North Bay Nugget	October 17	
Print	Metro	October 19	
Print	Winnipeg Free Press	October 19	
Print			

Radio	Golden West	October 16	October 16
Radio	CFRY	October 16	October 16
Radio	1031 Virgin Radio	October 17	
Radio	cj97	October 19	
Radio	730ckdm	October 20	
Radio	CKLQ	November 3	
Radio	Power 87	November 3	
Radio			

Television	CBC News	October 19	
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Television	CTV News	October 19	
Web	www.cartt.ca/news/.../10-digit-dialing-now-mandatory	October 16	
Web	ca.finance.yahoo.com	October 16	
Web	news.silobreaker.com	October 16	
Web	accounting.alltop.com	October 16	
Web	www.kidela.com/	October 16	
Web	accesswinnipeg.com/	October 16	
Web	www.winnipeg.sun.com/	October 16	
Web	money.ca	October 16	
Web	www.finanzen.net	October 16	
Web	www.telecompaper.com/	October 17	
Web	www.digitalcommunications.ca/	October 17	
Web	winnipeg.virginradio.ca/	October 17	
Web	www.steinbachonline.com	October 17	
Web	www.onestopnewsstand.com/	October 17	
Web	storify.com/.../the-last-days-of-7-digit-dialing	October 17	
Web	www.myphoneddeal.ca	October 17	
Web	www.chrisd.ca/2012/10/17/manitoba-10-digit-dialing-mandatory	October 17	
Web	facebook/accesswinnipeg	October 18	
Web	www.manitobachristianonline.com	October 18	
Web	winnipeg.ctvnews.ca/poll-results	October 18	
Web	https://twitter.com/talktoMTS	October 18	
Web	metronews.ca	October 19	
Web	www.discoverwestman.com	October 19	
Web	cbc.ca	October 19	
Web	winnipeg.ctvnews.ca/	October 19	
Web	www.portageonline.com/	October 19	
Web	simranmatharoo.wordpress.com	October 19	
Web	www.winnipegfreepress.com	October 19	
Web	www.news-spider.com	October 19	
Web	www.cj97radio.com/	October 19	
Web	www.pembinavalleyonline.com	October 19	
Web	www.mysteinbach.ca	October 19	
Web	www.globalwinnipeg.com	October 19	
Web	www.presseexpress.com/	October 19	
Web	news.sympatico.ca	October 19	
Web	themadmagyar.blogspot.com	October 19	
Web	westenddumplings.blogspot.com	October 20	
Web	730ckdm.ca/information/headlines	October 20	
Web	www.movieballa.com	October 20	
Web	schema-root.org	October 20	
Web	thiswaswinnipeg.blogspot.com	October 20	
Web	www.presseexpress.com/	October 20	
Web	www.portagedailygraphic.com/	October 21	
Web	www.ruralmanitoba.ca	October 21	
Web	www.cklq.com	November 3	
Web	power87.com	November 3	
Web	silobreaker.com	November 1	
Web	telusmobility.com	November 3	
Web			

**PRINT ADVERTISEMENT CAMPAIGN -PHASE 1
APRIL 2011**

Media selection

<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

PRINT ADVERTISEMENT CAMPAIGN -PHASE 2
APRIL-JULY 2012

Media selection

Market	Publication	Number of insertions	Dates April, 2012	Dates May, 2012	Dates June, 2012	Dates July, 2012
Winnipeg	Free Press	9	14, 27	17	2, 16, 21	7, 14, 21
Winnipeg	Sun	10	15	13	10, 14, 24, 29	5, 8, 15, 22
Winnipeg	ON7	6	22	27	24	8, 15, 22
Winnipeg	Uptown	8	26	17	7,14,28	12, 19, 26
Winnipeg	Metro	5	27	25		6, 12, 27
Brandon	Sun	5	14	12	2, 23	13
Portage La Prairie	Central Plains Herald Leader	4		3	14	5,12
Morden	Times	4	19	17	7	5
Winkler	Times	4	26	24	14	19
Neepawa	Press	4	18	23	20	11
Dauphin	Herald	4	24	15	12	10
The Pas	Opasquia Times	4	20	25	22	20
Flin Flon	The Reminder	4	27	25	15	13
Thompson	Citizen	4	25	23	20	4
Steinbach	The Carillon	4	19	17	14	19
Selkirk	Journal Interlake	3	26	24	21	
Gimli	Spectator	3		10	7, 28	
Stonewall	Argus & Teulon Times	3		3, 31	28	
Swan River	Star & Times	4	17	22	19	10
Altona	Red River Echo	3	19	17	14	
Virden	Empire Advance	3	27	25	22	
Carman	Valley Leader	3		10	7, 28	
Beausejour	Review	3	19	17, 31		
First Nation	The Drum	3	19	17	14	
First Nation	Grassroots News	3	24	22	19	

WEB ADVERTISEMENT CAMPAIGN -PHASE 2
APRIL-JULY 2012

Media Selection

<u>Market</u>	<u>Publication</u>	<u>Tactic</u>	<u>Date</u>
Winnipeg	Yahoo.ca	Big Box Banner 7.3 million impressions	From April 16 to July 29, 2012
Winnipeg	MSN.ca,		
Winnipeg	Winnipegfreepress.com		
Winnipeg	Winniepgsun.ca		
Winnipeg	Canoe.ca		
Winnipeg	CBS interactive		
Winnipeg	Sympatico.ca		
Winnipeg	Canada.com		
Winnipeg	NBC.com		
Winnipeg	Nbcolympics.com		
Winnipeg	Encyclopedia.com		
Winnipeg	6lyrics.com		
Winnipeg	Trailsource.com		
Winnipeg	Families.com		
Winnipeg	Usedwinnipeg.com		
Winnipeg	Cafemom.com		
Winnipeg	Accesshollywood.com		
Winnipeg	Receipe4living.com		
Winnipeg	Successmagazine.com		
Winnipeg	Facebook		
		On Line Search	From April 16 to July29
Winnipeg	Geo-targeted to the province of Manitoba	Text link	

RADIO ADVERTISEMENT CAMPAIGN -PHASE 2
JULY 2012

MARKET	RADIO STATION	TOTAL SPOTS	DATE
Winnipeg	<ul style="list-style-type: none"> •CKMM: Hot 103 •CFQX: QX 104 Today's Country •CJKR: Power 97 •CFWM,99,9 Bob FM •CHWE FM Energy 106 •CHI FM 	63% Reach x 11.6 Average Frequency	From July 2 to 28, 2012
Brandon	<ul style="list-style-type: none"> •CKLQ: Today's Best Country •CKLF: Star 94.7 •CKXA / CKX: The Farm / Westman's Best Rock 	78% Reach x 9.0 Average Frequency	
Portage La Prairie	•CFRY AM/FM: Today's Country	48	
Morden	•CKMW AM: Country 1570	48	
Winkler/Morden	•CJEL FM: The Eagle	48	
Neepawa	•CJBP FM: CJ 97.1	48	
Dauphin	•CKDM AM: 730 CKDM	48	
The Pas	•CJAR AM: CJ1240	48	
Flin Flon	•CFAR AM	48	
Thompson	•CHTM AM	48	
Steinbach	•CILT FM: MIX 96.7	48	
Gimli	•CJIE FM: CJ 107	48	
Swan River	•CJSB FM: CJSB 104.5	48	
Altona	•CFAM AM: CFAM Radio 950	48	
First Nations	•NCI (Spills throughout Manitoba)	48	

PROGRESS REPORTS INDIVIDUAL CARRIERS



This report identifies tactics MTS implemented for the benefit of its 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 2011	Major accounts, Governments
Internal awareness campaign: Intranet bulletin board news post, sales channel bulletin, customer contact employees briefing.	March 2011	Employees
Message on MTS website . Link to Telecommunications Alliance 10-digit web site	April 2011	Business / Consumer markets
Information page in directories	Starting with May 2011 edition	Business / Consumer markets
MTS website – 10-digit dialing information and link to TA website	May 2011	Business / Consumer markets
Information message on bills and e-bills	May 2011	Business / Consumer markets
Bill insert & e-bill insert	May 2011	Business / Consumer markets
Information message to targeted business customers e.g. sales calls	May 2011	Major accounts & key stakeholder groups
Internal communications (Take-to-market bulletin)	October 2011	Customer contact employees
Personalized letter to PBX customers	October 2011	Business customers
Internal awareness campaign	December 1, 2011	Employees
Information message on bills and e-bills	September 2011-July 2012	Business / Consumer markets
Mass email to MTS dial-up internet customers	February 2012	Dial-up customers
Internal communications (reminder note)	February 2012	Front line employees

Personalized letter to Centrex customers	March 2012	Business customers
Internal awareness campaign	March 21, 2012	Employees
Banner on MTS website. Link to Telecommunications Alliance 10-digit website	July 11, 2012	Business / Consumer markets
Internal awareness campaign	April 2012	Employees
Notification in E-Catalogue	May 2012	Business customers
Bill insert	June 2012	Business / Consumer markets
Documentation in retail stores	June 2012	Business / Consumer markets
Reminder e-mail to dial-up customers	July 2012	Dial-up customers
Advertising on MTS TV	July 2012	MTS Ultimate TV customers
Advertising in retail stores (MTS Digital Media)	July 2012	Business / Consumer markets
Internal communications (Take-to-market bulletin)	July 2012	Customer contact employees
Internal awareness campaign	July 23, 2012	Employees
Print advertisement	July 29- October 23, 2012	Markets served by a technology that cannot support the intercept message
Personalized letter	September 2012	Customers located in markets served by a technology that cannot support the intercept message
Bill message	August- October 2012	Business /Consumer markets
Internal awareness campaign	October 16, 2012	Employees

Results

The communications campaign initiated by both the Telecommunications Alliance and MTS resulted in a successful transition to local 10-digit dialing.

- MTS initiated a mass conversion program for its Centrex services to minimize the reprogramming of features by customers.
- MTS also proactively initiated a wide-scale compliance program for its PBX customers to ensure modifications to dialing plans were completed prior to intercept messages.
- Statistics gathered from MTS network indicate that 7-digit dialed calls have dropped significantly few days after the start of the permissive dialing period on July 29, 2012.
- There was no significant increase in call volume to the MTS 611 or Call Centres. There were no major issues reported.

Rogers

COMMUNICATION ACTIVITIES

No additional activities reported

Telus

COMMUNICATION ACTIVITIES

Tactics	Date	Target market
Bill message	October 2012	Manitoba Customers
Email	October 2012	Manitoba Customers
SMS message	October 2012	Manitoba Customers

Bell

COMMUNICATION ACTIVITIES

Tactics	Date	Target market
Bell.ca section on new area codes with link to Telecommunications Alliance website	2012	Business /Consumer markets
Notification	2012	Targeted Business customers

WESTMAN COMMUNICATIONS GROUP

COMMUNICATION ACTIVITIES

Tactics	Date	Target market
Westman Website – description + link to 10 Digit Dialing Site	June 20 th , 2012 and onwards	All Westman customers receiving electronic statements and visitors to the site
Bill Inserts	Jan – April 2012, June – August - 2012	All customers receiving paper bills
Email notification	June, July 2012	All customers with email address on file
Banner Advertisement on local technology web/blog site (eBrandon) with link to 10-digit dialing website	June 20 th , 2012 and onwards	All blog site visitors in Brandon and surrounding area
Voice Notifications In English and French (when person only dials 7 digits) before call is completed	July 29, 2012 – November 2012	All Westman customers who only dial 7 digits

Results

- After the initial month residential customers have now adjusted to dialing 10 digits
- Reminder to business customers as part of an outbound campaign helped provide additional reinforcement during August timeframe.

Shaw

COMMUNICATION ACTIVITIES

Channel	Description	Timing
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 highlights the impacts of the changes. Banner ads running in 100% rotation localized to all Manitoba regions 	May 2011 July 2012
Email	<ul style="list-style-type: none"> Target: Current Shaw Home Phone customers in Manitoba Key Message: Overview of changes and key dates. Drive traffic to website for more information. 	June 2011 & February 2012
Invoice ads	<ul style="list-style-type: none"> Target: Current Shaw Home and Business Phone customers in Manitoba Key Message: Overview of changes and key dates. Drive traffic to website for more information. 	May 2011 May 2012 June 2012
ARU	<ul style="list-style-type: none"> Target: Current Home and Business Phone customers in Manitoba Key Message: Overview of changes and key dates. Drive traffic to website for more information. 	April 2012
Reminder Email	<ul style="list-style-type: none"> Target: Current Shaw Home and Business Phone customers in Manitoba Key Message: Don't forget to make changes to important systems (fax, alarms, etc) to avoid any disruption in service. CTA: Drive to website for more information. 	June 2012

Iristel

Iristel has followed the schedule in the RIP and reports that all network implementation activities have been completed according to the schedule contained in the RIP. This includes general network set up and all modifications required to systems and processes.