

CONSUMER AWARENESS TASK FORCE

10 November 2008

PROGRESS REPORT TO THE RELIEF PLANNING COMMITTEE (RPC)

NPAs 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 following summary report and tables detail the work that has taken place.

Progress Reports were not submitted by:

MTS Allstream

Bell Mobility

Bell (Western Region)

CityWest

Joint Activity

Activity update:

| Promoting the introduction of Local 10-digit dialing in the 250, 403, and 780 regions Update Report | |
|---|---|
| Date | Description |
| June 20, 2008 | Issued a media release noting the permissive dialing period begins in three days, generating publicity through media coverage |
| July 8, 2008 | Issued a media release noting the majority of AB and BC callers are dialing 10 digits when placing local calls, generating publicity through media coverage |
| August - September 2008 | Additional print advertising ran for locations without access to permissive dialing |
| Ongoing | All materials (brochures, news releases, etc) uploaded onto the www.dial10.ca website |
| <i>CRTC Update report November 2007 – September 2008</i> | |

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 a total of 242 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.

September 2008

- 100 Mile House Free Press
- Calgary Herald
- Calgary Sun
- Comox Valley Record
- Edmonton Journal
- Kamloops This Week
- Kitimat Northern Sentinel
- Kootenay News Advertiser
- Nanaimo Daily News
- Nelson Daily News
- Okotoks Western Wheel
- Peninsula News Review
- Prince George Citizen
- Sherwood Park News

- Vancouver Sun
- Vernon Morning Star

- Victoria Times Colonist

August 2008

- Calgary Herald
- CBC Radio Prince George
- Chetwynd Echo
- Comox Valley Echo
- Edmonton Journal
- Fort Saskatchewan Record

- Kelowna Capital News
- Lac La Biche Post
- Prince George Free Press
- Terrace Standard
- Victoria Times Colonist
- Williams Lake Tribune

July 2008

- 100 Mile House Free Press (2)
- Alberni Valley News
- Calgary Herald
- Comox Valley Echo (2)
- Edmonton Journal (4)
- Edmonton Journal online
- Edmonton Sun
- Fernie Free Press
- Invermere Valley Echo
- Kamloops Daily News

- Kelowna Daily Courier
- Opinion 250
- Prince George Citizen (2)
- Smithers Interior News
- Taber Times
- Trail Daily Times
- Vancouver Sun
- Vernon Daily Courier
- Victoria Times Colonist
- Westside Weekly

June 2008

- 24 Hours Edmonton
- 100 Mile House Free Press
- 660AM News
- A-Channel Victoria
- Agassiz Harrison Observer
- Alaska Highway News
- Alberni Valley Times
- AOL Canada
- 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

- CJKI-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 (3)
- 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 (2)
- 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
- Westerly News (2)
- 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

October 2007

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

- Revelstoke Times Review



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

Update Report

| Date | Description |
|---------------------|---|
| 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. |
| | TELUS has begun informing its business customers of the upcoming changes |

| | |
|-----------------|--|
| | <p>through:</p> <ul style="list-style-type: none"> ➤ Issuing the first of 6 planned targeted bill messages ➤ 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). ➤ Begun using front line business agents to proactively engage business customers calling on an inbound basis of the changes |
| To Oct 14, 2008 | TELUS continues as co-chair of the Western Telecommunications Alliance and has participated on all working teams, including the advertising sub team. |
| | Targeted bill messages have been sent to Business customers monthly since December 2007. Last related Targeted bill message sent on September 2008 bill. |
| | 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 |
| | <p>TELUS IP One and Consumer VoIP customers (who did not have the permissive dial recordings) received alternate communication:</p> <ul style="list-style-type: none"> - Phone calls on Aug 4-08 and Sep 2-08. - emails Aug 25-08 |
| | <p>TELUS customers served by Redcom switches (who did not have the permissive dial recordings) received alternate communication:</p> <ul style="list-style-type: none"> - Bill inserts in July and August 2008 - Local newspaper advertisements in July and August 2008 |
| | TELUS continues to respond to any media queries. |



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

Update Report

| Date | Description |
|-----------------------|---|
| To September 30, 2008 | Shaw notified all business and residential customers of the new area codes and 10-digit dialing using e-mail, letters and bill inserts |
| | Shaw placed two advertisements in each local newspapers within the Shaw digital phone serving areas. |
| | Shaw placed a 10-digit information and FAQ on Shaw's website. |
| | Shaw provided e-mail reminders to all customers in BC and Alberta regarding upcoming 10-digit dialing. |
| | Shaw provided personal correspondence to each Shaw Digital Phone customer within the provinces of BC and Alberta to inform them of the changes. |
| | Shaw implemented 30 second broadcast interstitial TV spots regarding 10-digit dialing. |

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| | Shaw used "on-hold" messaging reminders within all its call centre operations. |
| | Shaw continues to provide support to customers with questions regarding 10-digit dialing. |



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

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 |

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| 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. |
| To Oct 18, 2008 | Northwestel continued its active participation in the Western Telecommunications Alliance and the Consumer Awareness Task Force. |
| | Northwestel mailed bill inserts twice (in July and August) to all customers in its 250 operating area. |
| | Northwestel mailed addressed letters to all customers in its 250 operating area in August. |
| | Northwestel supplemented the newspaper advertisements placed by the CATF in its operating area with additional advertising placements, to provide weekly notices throughout July and August. |

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| | Northwestel technicians continued to leave information leaflets at every customer premise visit. |
| | An information display and Information leaflets were made available to customers at Northwestel's customer office in Fort Nelson, BC. |
| | Northwestel sales force representatives placed calls to targeted business customers in July and August to advise/inform them of the change. |
| | Specific training provided to all Northwestel customer experience representatives in July, in anticipation of inbound customer inquiries about 10 digit dialling. |
| | Northwestel updated 10-digit dialling information on its website and maintained the link to the national 10-digit dialling website. |



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

Update Report

| Date | Description |
|---------------------|--|
| To October 17, 2008 | Rogers continues to engage business customers on the necessary changes for local 10-digit dialing. |
| | Targeted bill messages and bill inserts have been distributed to Rogers customers |
| | Rogers wireline customers who did not receive permissive dialing recordings received direct mail outlining 10-digit dialing change requirements. |
| | Fido sent out a text message blast to the customer base introducing local 10-digit dialing |
| | Rogers and Fido updated their websites to provide local 10-digit dialing information. |
| | Rogers continues to respond to media requests on 10-digit dialing |

Selection of media coverage:

ADVERTISER Kootenay NEWS

**10 digit dialing takes effect
Kootenay News Advertiser
Wednesday, September 10, 2008**

Between September 8th and 12th, all of B.C. must enter 10 digits when making local calls. B.C. residents have had two months to adjust to the change. In the last week of August, 96 percent of local phone calls placed were made using 10 digits showing that most residents have already made the switch.

"With the dramatic rise in the use of wireless technology, we are simply running out of phone numbers," said Chris Gerritsen, Telus Media Relations Officer, "It is not uncommon for a single household to have five or six different phones as opposed to one or two only a few short years ago. Nowadays you have home businesses, faxes, blackberries, cell phones, as well as teens with their own phones."

To meet growing demands for phone numbers, the telecommunications industry is adding new area codes to B.C. and Alberta - 778 in B.C.'s current 250 area code region and 587 across Alberta. A second area code means that people must dial 10 digits for local calls, adding the area code.

The telecommunications industry started phasing in the 10 digit dialing with introduction of a permissive dialing period in June. During this reminder period, when most people made a local call using 7 digits rather than 10, they heard a brief recorder announcement of the move to 10 digit dialing before their call was connected.

Gerritsen said that most people are adjusting to the switch: "British Columbians embrace change. Most have adjusted just fine as evidenced by the over 95 percent of calls made using ten digits."

All three digit numbers including 211, 311, 411, 611, and 911 emergency services will remain the same and will not require the inclusion of an area code.

Length: 286 words

THE VANCOUVER SUN

**Residents prepared for 10-digit dialing, Telus says
Vancouver Sun
Tuesday, September 09, 2008
Darryl Slade**

CALGARY -- Albertans should be ready for mandatory 10-digit local telephone dialing that started Monday after several months to become accustomed to the new system.

According to a Telus study conducted during the week of Aug. 18, 95.5 per cent of local calls were being placed by using the area code as well as the number, said company representative Chris Gerritsen.

"Albertans have really stepped up to the change quite quickly," Gerritsen said. "We should hit the ground running."

Callers had been given a recorded reminder since June 23 when they dialed only seven digits, but the calls were completed. As of Monday, a recording will advise the person the call cannot be completed as dialed.

Calgarians shopping at phone stores Sunday still had mixed feelings about the change.

"It's just a sign of the times. You need to be open-minded and deal with changes," said Margaret Markwart, adding the recorded prompts have helped.

Mark Lamoureux, 22, however, says people are "creatures of habit."

"I'd dial my number, get a message, curse, and redo it," he said.

As part of the changes, Alberta is adding a third area code -- 587 -- to go with the 780 code that has traditionally been in the northern half of the province and 403 in the south.

Ontario and B.C., as well as many other major urban areas in North America, have been using 10-digit local dialing for several years.

Length: 237 words



Dial 10 digits or call again

100 Mile House Free Press

Published: September 02, 2008 7:00 PM

Mandatory 10-digit dialing will take effect shortly, to be phased in between Sept. 8 and 12.

The telecommunications industry started phasing in 10-digit dialing with the introduction of a permissive dialing period in June, and during this reminder period when a local call was made using seven digits rather than 10, a brief recorded announcement of the move to 10-digit dialing came on the line before the call was connected.

The Sept. 8 to 12 phase-in period will mark the end of these recorded reminders, and calls will no longer go through without re-dialing the full 10-digits.

As of August 23, 96 per cent of BC and Alberta residents had already made the switch and were using the full 10 digits.

Telus says it's possible the remaining four per

cent of calls are being made on auto-dialers, computers, fax machines and speed dials that have not been re-programmed; however, as those calls will also no longer be connected once 10-digit dialing is fully implemented, customers are being reminded of this in case they have not yet re-programmed all their phone equipment.

The telecommunications industry is adding new area codes to BC and Alberta, 778 in BC's current 250 area code region and 587 across Alberta, in order to meet growing demand for phone numbers. A second area code means that people must dial 10 digits for local calls, adding the area code.

All three-digit numbers, including 211, 311, 411, 611, and 911 emergency service (where applicable) will remain the same and will not require an area code.

Length: 257 words

CALGARY HERALD

Deadline looms for 10-digit dialing

Calgary Herald

Fri 15 Aug 2008

Page: B3

Section: City & Region

Byline: Tamara Gignac

The countdown is on for Alberta's shift to 10-digit local telephone calls -- and with fewer than 30 days to go, some are still oblivious to the change that will affect everything from fax machines to alarm systems.

"We still have customers who have no idea they need to update their equipment, or are ignoring it," said

Elisha Larkman, a sales representative with AE Security in Calgary.

Residential alarm equipment is easy enough to reprogram, she notes -- in most cases, it can be done remotely and is an easy fix.

But some older technology does require a technician to make the changes onsite, meaning some consumers could find themselves caught unprepared for the switch.

As of Sept. 12, a call to a neighbour or even a second phone line in the same house will require an area code in Alberta, whether it's 403, 780 or 587. The province is on the way to exhausting all available telephone numbers, the result of exploding cellphone use and a booming population.

TELUS spokesman Shawn Hall acknowledges that three extra digits are a nuisance for some, but points out that in Vancouver, where area codes have been required for local calls since 2001, few even notice it anymore.

"It's really not that big a deal," he says.

Much of **TELUS's** network has been prepared for 10-digit calls for some time, as has the kind of telecommunications equipment used in home security systems and fax machines.

Still, to ensure a painless transition, it's important for consumers and businesses alike to take a few necessary steps.

"If you haven't checked in with your alarm company, now is probably a good time to do so," said Hall.

Among businesses, 10-digit dialing is a bigger headache for some than others.

Oil and gas companies with remote wireless gear, call centres and hotels are particularly vulnerable.

Shirley Corsie, who has managed the St. Regis Hotel for 16 years, is thankful for one thing: With the lease of the iconic building soon to expire, 10-digit dialing is not something she has to worry about.

"I was just thinking about having to adjust my fax machine the other day.

I won't have to bother, which is a relief," she said.

Length: 370 words



Area codes a part of everyday dialing

Ponoka News

June 25, 2008

By Eraina Hooyer

Now is the time to start reprogramming phones and other telecommunications equipment as the 10 digit dialing system is now underway.

The 10 digit dialing system will meet the growing demand for numbers and make sure that the province has enough phone numbers by adding a new area code. Another area code means that people must dial 10 digits for local codes, adding the area code.

"The bottom line is that Alberta needs more phone numbers and this way there will be more phone numbers to go around," said Shawn Hall from TELUS.

A recording prompting the caller to dial the area code before the number began on June 23 and will continue until September 8.

"Right now there is a grace period just to help make it easier for people to get used to, once people here the recording two or three times, it prepares them and makes it easier for them to remember for the next time," said Hall. "People eventually get used to it and it just becomes a way of life. We're trying to make it as easy as we can with phasing in the 10 digit dialing,"

Hall also encourages people to make changes with their communications systems to ensure that the transition will be smooth.

"It would be a good idea to reprogram cell phones, speed dials on home phones, fax machines and alarm systems, make it easy for yourself and reprogram everything to 10 digit dialing," he said.

Hall also advises that people with alarm systems should double-check with their alarm company to make sure everything has transitioned.

All three digit numbers including 211, 311, 411, 611 and 911 emergency service will remain the same and will not require dialing the area code.

These changes are in line with the Canadian Radio-television and Telecommunications Commission (CRTC) approved plan to add another area code, 587, in Alberta to meet the demand for more phone numbers.

Current customers will not be required to change their telephone numbers and the land boundaries that govern long distance calling will not be affected.

Phone number changes are also currently being made in British Columbia and have been successfully executed in other parts of Canada.

For more information visit www.dial10.ca.

Length: 371 words



**Grace period for 10-digit dialing calls in
Fort Saskatchewan Record
Tuesday June 24, 2008
By Kevin Crush**

The era of 10-digit phone calls began yesterday.

The grace period has begun to get Albertans used to dialing 10 digits even for local calls before it becomes mandatory in September.

For the next three months, anyone punching in only seven numbers will hear a message reminding them to include the area code for all calls.

"It will take some practice, but we've had about a year to get used to the idea of it," said Telus spokesman Chris Gerritsen.

Last June, the CRTC announced that Albertans will have to start including the area code in all calls, including local ones. A third area code - 587 - will be introduced to cover the entire province, overlapping the existing 403 and 780 area codes.

Gerritsen admits that dialing 10 digits will seem inconvenient at first but says it will eventually feel routine.

"It's one of those things: the more practice, then eventually it will become second nature. That's all it is, it will take some getting used to."

While having to listen to a recorded greeting if you dial seven digits may sound annoying, Gerritsen says there is a cure.

"The more often you dial the 10 digits, the less you'll hear the recording."

Mandatory 10-digit dialing will begin Sept. 8 to 12.

The website www.dial10.ca has been set up to answer Albertans' questions about 10-digit dialing.

Length: 227 words



Number's up for seven-digit dialing

Calgary Sun

June 23, 2008

Pablo Fernandez

Dialing 10 digits to make local calls starting today is not only a good habit to get into, but will also allow commercial customers to identify potential issues before they affect business, phone service providers said yesterday.

Some businesses that require employees to dial 9 to get an outside line or to punch in a code for long distance calls are finding out their present setup might not be conducive to 10-digit dialing.

And now is the time to address those issues, said Bell spokesman Jeff Meerman.

"If there are any companies that are experiencing any problems, they should call their service provider as soon as possible," he said.

Starting today, Alberta and eastern B.C. residents making local calls will have to dial the area code before the numbers, according to the Telecommunications Alliance.

Callers not dialing 10 digits will hear a recorded message reminding them to dial using the area code, but come September, seven-digit calls will no longer be connected.

The change is needed to allow area code 587 to be superimposed over all of Alberta and 778 throughout B.C., introduced to deal with a shortage of phone numbers in the two provinces.

Current phone numbers will keep the 403 area code in southern Alberta and the 780 area code in northern Alberta.

Cellphones, Internet connections, automated telephones and fax machines must all be re-programmed, said Meerman.

Home and business owners with alarms should also check with their service provider to ensure their system is programmed for 10 digits, said Meerman.

"Alarm companies have been contacting their clients over the last few months but if they haven't been contacted yet, they should call them right away because all that equipment needs to be reprogrammed to work properly," he said.

Despite some possible hiccups, the switch from seven to 10 digits should be a smooth one, said Telus spokesman Chris Gerritsen.

"The industry announced that we would have to go to 10-digit dialing a year ago, so there's been a year to prepare," he said.

"And with this three-month permissive dialing period, there's still time to iron things out."

More information is available at www.dial10.ca.

Length: 356 words

THE CANADIAN PRESS

Albertans, get ready to start your 10 digit dialing u it affects more than phones (Alta-10-Digit-Dialing)

Canadian Press

June 23, 2008

CALGARY _ Albertans, limber up those fingers.

Ten-digit dialing for local calls in Alberta and eastern British Columbia starts Monday.

Callers not dialing 10 digits will hear a recorded message reminding them to dial using the area code, but come September, seven-digit calls will no longer be connected.

The change is needed to allow area code 587 to be superimposed over all of Alberta and 778 throughout British Columbia, to deal with a shortage of phone numbers in the two provinces.

Current phone numbers will keep the 403 code in southern Alberta and the 780 code in northern Alberta.

Cell phones, Internet connections and fax machines must all be reprogrammed to incorporate the area code.

Jeff Merrman, spokesman for Bell, also says home and business owners with alarms should also check with their service provider to ensure their system is programmed for 10 digits.

"Alarm companies have been contacting their clients over the last few months but if they haven't been contacted yet, they should call them right away because all that equipment needs to be reprogrammed to work properly," he said.

Despite some possible hiccups, the switch from seven to 10 digits should be a smooth one, said ****>Telus<**** spokesman Chris Gerritsen.

"The industry announced that we would have to go to 10-digit dialing a year ago, so there's been a year to prepare," he said.

Merrman also said the 10-digit dialing will allow commercial customers to identify potential issues before they affect business.

Some businesses that require employees to dial 9 to get an outside line or to punch in a code for long distance calls are finding out their present setup may not be conducive to 10-digit dialing.

“If there are any companies that are experiencing any problems, they should call their service provider as soon as possible,”

Merrman said.

(Calgary Sun)

Length: 301 words



Phone numbers now a perfect 10

Metro Edmonton

Monday, June 23, 2008

Victoria Handysides

'Permissive Period'

>> If callers forget to punch in the area code, a reminder message will play before the call is connected. The "permissive dialing period" will run until Sept. 8, after which, no calls will be connected without those three magic numbers.

From this day forward, communication in Alberta will never be the same again.

Every phone call placed across the province, long-distance or not, won't be connected immediately without dialing three magic numbers beforehand.

"If you haven't programmed your cellphone, your speed dial or your fax machines, it's the time to get it done," said Shawn Hall, Telus communications liaison.

Communications in the province has exploded. Now, the average individual has three phone numbers or more. As a result, we're running out of numbers, fast.

"This move is necessary, because 780 and 403 are running out of phone numbers," Hall explained. "If we didn't introduce a new area code, parts of Alberta would run out of phone numbers by next year."

After today, if you sign up for a new phone number, there is a good chance you'll be assigned on that's preceded with the new 587 area code, regardless of where you live.

"We've pretty much run out of prefixes, so what you might notice is that your friend down the road might get a new cellphone and get a 587 rather than a 403 or 780."

Hall said the way long-distance dialing is completed is the same and the way to differentiate between long-distance and local, is whether or not a 1 belongs in front of the area code.

Communications industry officials have been warning about the changes for months, and are easing callers into the habit of dialing ten digits for the rest of the summer.

"People are going to get so tired of hearing that annoying recorded message," said Jeff Meerman, a Bell spokesperson.

Length: 310 words

THE VANCOUVER SUN

Island, Interior: Warm up your dialing fingers

Ten-digit phone numbers are now in effect across the province

Vancouver Sun

Monday, June 23, 2008

Bill Cleverley

Vancouver Island and the B.C. Interior are no longer the province's lone holdouts of seven-digit dialing -- 10-digit dialing kicked in provincewide on Sunday.

But it's a soft landing. For now, people in the 250 area code (which includes the Interior) trying to place a phone call using only seven digits will first hear a recording telling them they should be dialing the area code as well before the call is put through.

"Think of it as a reminder period. We call it, in industry jargon, permissive dialing. So what will happen after Monday when people dial seven digits for a local call, they'll get a reminder of the move to 10-digit dialing and then their call will be connected," said Telus spokesman Shawn Hall.

Beginning Sept. 8, 10 digits will have to be dialed or the call won't go through.

The new system is necessary to make sure there are enough phone numbers to go around.

"The 250 area code is running out of phone numbers," Hall said. "If we don't introduce a second area code sometime next year, parts of the province would start running out of phone numbers. So something has to be done."

It was determined by the Canadian Radio-television and Telecommunications Commission that introducing a new area code over the entire region would be less disruptive than trying to split the region into two separate area codes, he said.

"All that's changed is people have to start dialing 10 digits for local calls. How they dial long-distance calls won't change. How they dial special three-digit calls, in particular 9-1-1, won't change. They don't have to give up their current phone number. All they have to do is start dialing the area code when they make local calls."

The move to 10-digit dialing was made in the Lower Mainland in 2001, when the 778 area code was added to the existing 604 prefix.

Telus will continue to hand out 250 numbers until they are exhausted. People will start receiving 778 numbers -- an area code also overlaid on the 604 area code -- as of Sept. 8. "You may notice when your neighbour down the road gets a cellphone, they may get a 778 number," Hall said.

Length: 356 words



Global Vancouver

Sunday, June 22, 2008

6:00pm

Segment #2

METRO VANCOUVER RAN OUT OF PHONE NUMBERS SEVEN YEARS AGO AND PRETTY SOON, SO WILL THE REST OF THE PROVINCE AND THAT'S WHY STARTING TOMORROW 10 DIGIT DIALING IS EXPANDING PROVINCE-WIDE THAT MEANS LOCAL CALLS IN THE INTERIOR AND ON VANCOUVER ISLAND WILL HAVE TO KPLUD THE PREFIX 250. ALSO THE 778 AREA CODE THAT'S BEEN AVAILABLE IN VANCOUVER SINCE 2001 WILL NOW BE AVAILABLE ACROSS THE PROVINCE.

THIS REALLY GOES DOWN TO THE EXPLOSIVE INCREASE IN USE OF WIRELESS DEVICES. A FEW YEARS AGO, YOU MIGHT HAVE A DESK PHONE IN YOUR OFFICE AND A HOME PHONE, NOW ALSO HAVE A CELL PHONE FOR WORK, A PERSONAL CELL PHONE, A BLACKBERRY, A WIRELESS AIR CARD FOR YOUR LAPTOP, YOUR TEENAGERS HAVE THEIR OWN CELL PHONES AND THEN YOUR SPOUSE HAS THEIR OWN CELL PHONES AND BLACK BERRIES AS WELL, AND THAT'S JUST PUTTING MORE DEMAND ON 250 THAN THE FINITE SUPPLY OF PHONE NUMBERS IN THE AREA CODE CAN ABSORB.

SO AS OF TOMORROW, ****>TELUS<**** REMIND ALL OF US OUTSIDE, WELL, CUSTOMERS OUTSIDE OF GREATER VANCOUVER TO REPROGRAMME YOUR CELL PHONES, YOUR SPEED DIALERS, AND FAX MACHINES TO REFLECT THE NEW 10 DIGIT DIALING. SAVE YOURSELF A HEADACHE WHEN THE RULES DO COME INTO PLACE.

Length: 206 words



Local calling goes to 10 digits

You'll have time to get used to it

Victoria Times Colonist

Sunday, June 22, 2008

Bill Cleverley

Start warming up your phone finger.

Vancouver Island and the Interior will no longer be the province's lone holdouts of seven-digit dialing when we enter the 10-digit universe Monday.

Admittedly, it will be a soft landing.



Ten-digit dialling begins in B.C. on Monday.

Canwest News Service

Beginning Monday, people in the 250 area code (which includes the Interior) trying to place a phone call using only seven digits will first hear a recording telling them they should be dialing the area code as well before the call is put through.

"Think of it as a reminder period. We call it, in industry jargon, permissive dialing. So what will happen after Monday when people dial seven digits for a local call, they'll get a reminder of the move to 10-digit dialing and then their call will be connected," said Telus spokesman Shawn Hall.

Beginning Sept. 8, 10 digits will have to be dialed or the call won't go through.

The new system is necessary to make sure there are enough phone numbers to go around.

"The 250 area code is running out of phone numbers," Hall said. "If we don't introduce a second area code sometime next year, parts of the province would start running out of phone numbers. So something has to be done."

It was determined by the Canadian Radio-television and Telecommunications Commission that introducing a new area code over the entire region would be less disruptive than trying to split the region into two separate area codes, he said.

"All that's changed is people have to start dialing 10 digits for local calls. How they dial long-distance calls won't change. How they dial special three-digit calls, in particular 9-1-1, won't change. They don't have to give up their current phone number. All they have to do is start dialing the area code when they make local calls."

Telus will continue to hand out 250 numbers until they are exhausted. People will start receiving 778 numbers as of Sept. 8. "You may notice when your neighbour down the road gets a cellphone, they may get a 778 number," Hall said.

The move to 10-digit dialing was first made on the Lower Mainland in 2001, when the 778 area code was overlaid there in addition to the existing 604 code.

Length: 380 words



**Ten Digit Dialing
PG-TV Prince George
June 20, 2008**

Like it or not 10 digit dialing will be a way of life for us . This Monday marks the introduction . Telus media rep Shawn Hall says they're already programmed for it . He suggests callers do likewise over the weekend.

Callers will be allowed a permissive dialing period to help adjust to the change ,by way of a recorded reminder. Starting September 8th all calls must be made with the area code included or they will not be connected.

Length: 82 words

Merritt Herald **WEEKENDER**

**Get your fingers ready
Merritt Herald
June 19, 2008**

On Monday, June 23, you'll get more than 40 per cent more exercise by making local phone calls.

That's the date that 10-digit dialing officially starts in the 250 area code, which includes Merritt. Shawn Hall of Telus says you can actually start now, if you want.

"Our network is programmed now for 10-digit calls or seven-digit calls. We've been getting ready for this for about a year."

Hall says Telus has been in touch with businesses that it feels will be most affected by having to make the changeover. This includes alarm companies that need to call homes in case of false alarms.

Long-distance dialing, involving dialing "1" before the number, will be unaffected by the change, which Hall says is needed because the 250 area code is running out of numbers.

"The largest factor is the explosion of wireless devices, not so much a population gain. It used to be you had a home phone and an office phone.

"Now, a lot of people have cellphones or Blackberries. In a lot of families, each of the children has their own phone as well."

There are a couple of trends working against the explosion of numbers, but they can't stem the tide.

"More and more people are now just using a cellphone rather than a land-based line. We're also seeing more people use a single line for their computer and their home phone."

The move to 10-digit local calls was made on the Lower Mainland in 2001, when the 778 area code was introduced to share with 604. The 778 code is now moving into the 250 area, but it will overlap in the same area, rather than split it.

“A split in codes leads to more problems,” Hall says. “For many businesses, their phone number is their identity, and they don’t want to have to change it.”

Starting June 23, people dialing just seven digits for a local call will hear a brief reminder that 10-digit dialing is now in use before their call is connected.

As of Sept. 12, however, any call that doesn’t have the area code as well won’t be connected. Hall says Telus used the same process, called permissive dialing, when the 778 code split from 604.

“It’s proved successful in the past. People get used to it quickly and it becomes instinctive to dial the 10 digits.”

The special three-digit codes, such as 911 and 411, will not be affected by the change.

Length: 410 words



10-digit dialing starting in Alberta

Whitecourt Star

Wednesday June 18, 2008

Kim Collins-Lauber



A new area code, 587, is coming to Alberta June 23, resulting in the need for 10-digit dialing in the province.

Star photo by Kim Collins-Lauber

It will take Albertans about one second longer to dial a phone number anywhere in the province starting next week when 10-digit dialing comes to the province.

Although dialing numbers won't be more time-consuming, it might seem like a hassle for a while as people try to remember to dial the area code before any phone number, including local calls.

As Alberta's population increases, so does the demand for phone numbers. Chip Marin, spokesman for Bell, said a new area code is essential for Alberta.

"The bottom line is that Alberta is running out of phone numbers," Marin said. "If we don't do something, parts of Alberta will be running out of phone numbers early next year."

Anyone who acquires a new phone number after September will receive the new area code 587. It does not matter where you live in the province -- if you apply for a new phone number, you will get a 587 area code.

In order to make the transition easier, phone companies will give callers some time to get used to 10-digit dialing. Beginning on June 23, anyone who dials a seven-digit number will get a recorded reminder to dial 10 digits on their next phone call. This "permissive dialing" period of transition will last until September 12. After that, calls will not be connected without 10-digit dialing.

Three-digit numbers (211, 311, 411, 611, and 911) will not be affected and will not require an area code. As well, the new area code will not affect long distance calling. The geographical boundaries for long distance will remain the same. Marin said the inconvenience of 10-digit dialing will be minor compared to the alternative of breaking Alberta into three area code regions, where a third of Albertans would have to give up their current phone number. The disruption to businesses would be substantial because their phone numbers are an important aspect of their identity.

Businesses will, however, have to add the area code to their telecommunications equipment, such as fax machines, computers, wireless equipment and security systems.

Rogers spokeswoman Rebecca Catley said she has been helping to implement 10-digit dialing in larger cities for a few years, and most people catch on with minimal confusion.

"People adapt quickly," Catley said.

Telecommunication companies are working together to make sure that businesses and consumers are well informed about the changeover to 10-digit dialing through pre-recorded phone calls and brochures sent with phone bills. Anyone who has questions can go to www.dial10.com for more information.

Length: 417 words



Dialing up a new era

Telus reminding Albertans about new 10-digit local calls

Edmonton Sun

June 17, 2008

Kevin Crush

Seven-digit dialers will soon be greeted by a recorded message.

In advance of mandatory 10-digit dialing starting this September in Alberta, on Monday Telus will prepare people dialling seven digits for local calls by adding a message warning them of the impending new system.

"Millions and millions of people have gone before us and made the transition: It is relatively painless," said Telus spokesman Jim Johannsson. "There is a short period where people need to get used to it, but it happens very quickly."

With an increasing population, rising numbers of cell- phones, and phone-over-Internet services, the number of available phone numbers using the 780 or 403 area codes is diminishing.

To counteract it, a new province wide 587 area code will be added Sept. 8. At that time, everyone in Alberta will have to dial 10 digits even for local calls.

Starting Monday, a recorded message will kick in when making seven-digit calls reminding people to dial 10 digits the next time.

It can mean headaches for people trying to get prepared. Alarm systems have had to be reprogrammed and people have to update their speed dials, phone lists, dial-up Internet, databases, and other systems themselves.

Johannsson said Telus has fielded some calls - but not many, he says - from big companies with multiple phone lines. He suggested it was because they were already prepared for 10-digit dialing and didn't know if the lack of calls has meant big business is procrastinating.

Emergency services have to be ready for the changeover, said Edmonton fire department spokesman Nikki Booth. "We want to make sure we have all our ducks in a row when it comes to these changeovers."

Even the government is still working on getting ready for 10-digit dialing. With all the phone lines managed by Service Alberta, spokesman Cam Traynor says it's still a work in progress and admits it is a daunting task.

"It is, but we're ahead of the game. We've had a lot of lead time."

Traynor noted the government's 310-0000 line will not be affected so callers will never need to use an area code. Ready or not, 10-digit dialing will be here Sept. 8.

"Once we hit that, it's a hard stop. You don't dial 10-digits, the switches will just wait for the remaining three digits," said Johannsson.

Length: 386 words



CBC-FM 91.5 Radio One

Daybreak North

June 16, 2008

7:45 am

Host: Chris Walker

"Shawn Hall" Telus Spokesperson

WALKER: The Lower Mainland went through it. Now it's time for northern BC: starting one week today, you will hear this when you make a phone call using seven digits:

RECORDING: The local number you have dialled must be preceded by its area code. Your call will now proceed. For future calls to this number, please dial the area code.

WALKER: OK. The world of ten-digit dialling is upon us. Shawn Hall is a spokesperson for Telus in Vancouver. We have reached him there this morning – good morning, Shawn.

HALL: Good morning.

WALKER: Why ten-digit dialling?

HALL: Well, the 250 area code is running out of phone numbers. If we didn't do something – introduce a second area code – some time next year some of the faster-growing areas of our Province would simply run out of phone numbers. This is obviously a better alternative than that, so we are working to get the word out there and make this as easy on people as we possibly can. And a key aspect to that is the two-phased implementation of this. So starting next Monday, we enter into what's called permissive dialling. Think of it like a reminder period: you phone seven digits for a local call, you get a reminder of the move to ten-digit Dialling. And then later on, in September – September 8th – we move to full ten-digit dialling. And that's what is going to allow the industry to start introducing the new area code, which will be 778. So just to be clear: no one gives up their current phone number. How you dial long-distance calls doesn't change. None of those special three-digit numbers, in particular 911, changes. All the change is that you have to start adding the area code when you dial a local call, and your neighbour down the road, when they get a new cell phone, might get a 778 number instead of a 250.

WALKER: It seems to me, if you sorta do the math, it doesn't seem like we should be running out of numbers. Why are we running out of phone numbers?

HALL: Well, it wasn't that many years ago that you or I would have a desk phone at our work, and then maybe a home phone. Now, in addition to that, you have got a cell phone, a Blackberry, a wireless air code; you have got a home alarm system that's got a phone number associated with it, both your kids have cell phones, and then your husband and wife has as many cell phones and wireless devices as you do. And that is just putting more demand on the finite supply of numbers in an area code than the area code can absorb. Adding the second area code is going to make sure there are lots of numbers for everybody; that when someone phones in looking for a phone number there is going to be one available for them.

WALKER: When I go to apply for a new phone number in Prince George or in Quesnel, will I get a 250 number or will I get a 778 number?

HALL: Well, we will continue handing out the 250 numbers in the local prefixes until they run out. When Prince George, or Kelowna, Cranbrook, wherever it happens to be, runs out of prefixes and runs out of phone numbers they will start getting the 778.

WALKER: This sometimes kinda sticks in people's craw a little bit – having to dial ten numbers. It's only an extra three digits; why do you think this causes so much confusion?

HALL: Well, it did cause a little bit of confusion down here in the Lower Mainland when it was introduced a few years back, but really within a few weeks people had generally adapted to it: it was just the way life was. And I think people understand that it is necessary, because when an area code is running out of phone numbers you need a new area code. And what we have been doing is getting out there and communicating with industries that are most affected by this – in particular companies like alarm companies, hotels, and the like – companies that would have a lot of phones, especially telecommunications equipment that's off site. We've been working with them for a year to get them ready. We are going to be launching a consumer advertising campaign, putting information out in people's bills, and we also have a web site which is www.dialten.ca that has got some great checklists and stuff. So we understand this is an inconvenience, but given the alternative it is certainly the better of

the two, and we are doing everything we can to make sure that people have lots of chance to get ready for this.

WALKER: So again, the message reminder starts when?

HALL: It starts next Monday.

WALKER: Next Monday – OK.

HALL: And it will be phased in over a few days because we have to go and programme individual switches. So that will be phased in over the course of a few days next week. And just – here's a tip for your listeners: we have programmed our system so that it will accept ten-digit calls for local dialling right now. So if you are sitting at home having a quiet night, you can re-programme the numbers on your cell phone, on your home phone speed dial, and they will work right now -

WALKER: Oh, OK –

HALL: - so that when next Monday rolls around it is nice and easy.

WALKER: And then how long does that message go along before it is not what you call permissive dialling, but mandatory dialling?

HALL: Yeah, that reminder period called permissive dialling will be in place until September 8th, at which point full ten-digit dialling comes into place and the recorded reminder will change to one that essentially reminds you of the move to ten-digit dialling and advises you to hang up and dial the full ten digits. And at that point, that will allow us to start handing out the new area code. When there are two area codes in a region, you have to dial the full ten digits so that our network knows which area code you are dialling into, because there are going to be – just as there are now – 250 562 numbers, there's going to be 778 562 numbers, and our system needs those full ten digits to understand which area code you are dialling into.

WALKER: Shawn, thanks for explaining it to us; we will try to get used to it.

HALL: (Laughs) All right. It shouldn't be too much fuss or muss if people take the time to re-programme their devices now.

WALKER: And is there a web site we can go to learn a bit more about this?

HALL: Yeah, you bet: dialten.ca.

WALKER: Dialten.ca. Great, Shawn – thanks very much.

HALL: Thank you.

WALKER: Shawn Hall is a spokesperson for Telus in Vancouver. You will have to start dialling ten digits instead of seven digits on June 23rd. And then you have until September 8th before that becomes mandatory. For more information on this programme you can go to the web site **www.dialten.com**. Now to reach Daybreak you have to dial eleven digits. You can call us toll-free: 1-866-340-1932.

Length: 1,216 words



CJCI FM The Wolf

News

June 10, 2008

6:00 pm

Anchor: Jonathon Dyck

“Rebecca Cadleigh” Rogers Communications

DYCK: Spokesperson for Rogers, Rebecca Cadleigh, says people should start getting ready for the ten-digit dialling system to go into effect. She says this includes making sure all your local numbers entered into your phones are ten digits long and your security system is updated with the proper numbers.

Cadleigh says the ten-digit dialling will take effect in less than two weeks, but for the first while it will just be a preparation period, and all calls will still go through.

CADLEIGH: We'd just like to remind customers that when they hear that message that says, you know, please dial ten digits, just to keep it in mind that they will be dialling ten digits in the future. It really isn't that much of a changeover, and it is amazing how quickly people do adapt. This is happening all across Canada and all across North America. So it is just a change in dialling habit.

DYCK: Cadleigh says all emergency numbers will stay the same.

Length: 165 words