

May 9, 2014

Marianne Hladun  
Regional EVP, Prairies  
Public Service Alliance of Canada  
175 Hargrave Street, Suite 460,  
Winnipeg, Manitoba R3C 3R8

Dear Marianne,

Stratcom has had the privilege of providing services to many regions of the Public Service Alliance of Canada over the years and we value highly the relationship, including with the Prairies Region.

One of the services we regularly provide is the Telephone Town Hall. This amazing technology allows organizations to connect directly with members in their homes across the country. Unfortunately, just like other forms of technology, the Telephone Town Halls are occasionally subject to technical glitches, one of which you and your members experienced on April 30.

After reviewing the event with our service provider Broadnet, we understand the nature of the technical glitch. There was a hidden '<enter>' character in one column of the list containing the phone numbers that prevented the list from being loaded into the system. This fact was discovered shortly after the event was supposed to begin at 7:30pm Central time. Broadnet was able to resolve the issue by Minute 7 of the event, after which time the dialing of the list began fully. As is normally the case, dialing 17,000 plus phone numbers does take some time, and the first round of dialing was completed by Minute 15.

These events can clog the phone system in geographic areas with such a high volume of calls, so it is standard practice to dial the numbers with which we didn't connect a second and then

a third time. The third dial was completed by Minute 26, which explains why some people would have joined the call late, such as those you noted in Saskatchewan.

In spite of the glitch, PSAC Prairies had one of the most successful events on record, both from our and Broadnet's perspectives. Your region had a Live Answer Rate of 65% (people who picked up the phone live) compared to 47% as an overall average for unions and associations. The average number of minutes that a PSAC Prairies member stayed on the call was 31 minutes, more than double the sector average of 15 minutes. Out of nearly 2,000 events that Broadnet has done in this and other sector over many years, this is among the highest they have ever seen outside of professional sports teams.

PSAC Prairies Region can be credited for doing an excellent job promoting the event in advance that lead to such a strong outcome for the event.

Thank you once again for your business and we look forward to continuing to work with you in the future.

Best Regards,

Carl Mavromichalis  
Manager, Client Development

