



July 16, 2021

Delivered via Email

Hon. Don Morgan  
Minister, Ministry of Labour Relations and Workplace Safety  
Room 348, Legislative Building,  
2405 Legislative Drive, Regina, SK, S4S 0B3

**BARBARA CAPE**  
President

Dear Minister Morgan,

**NEIL COLMIN**  
Vice-President

I am in receipt of correspondence from Keith Jeannot, President & CEO of Directwest from July 13, 2021 (enclosed).

**JANICE PLATZKE**  
Treasurer

Directwest claims to have advertising guidelines that our campaign has violated, but he has not addressed our questions and concerns laid out in our letter related to exactly what he, or Directwest, find 'divisive' about our current billboard campaign.

**SERVICE EMPLOYEES  
INTERNATIONAL UNION  
CLC**

As the Minister responsible for Sasktel and its subsidiaries, I am requesting from you a copy of the Directwest content guidelines as well as a clear explanation of why our campaign doesn't meet these arbitrary standards? We were not given a 'wrong impression', we were told point blank that any political or union advertising must be vetted by Mr. Jeannot; using what lens, we still do not know.

**MEMBER RESOURCE  
CENTRE (MRC)**  
1.888.999.7348

As Directwest is a subsidiary of Sasktel, both are Crown corporations that are held in trust for the people of Saskatchewan. There is nothing on the website or in the relationship we've had with our Directwest representative that would reinforce that marketing services are only for promoting positive and 'non-divisive' messages. It would appear at the very least you should provide direction to the CEO of Directwest and the Sasktel Board of Directors that clear guidelines will be developed and shared with potential customers, rather than allowing for the shifting of standards if Mr. Jeannot personally do not like the message or campaign.

**Saskatoon Office:**  
200 – 747 46th Street West  
Saskatoon, SK S7L 6A1  
Phone 306.652.1011  
Fax: 306.652.1392

There is no understanding on the part of SEIU-West, of Directwest's position on this matter that appears to be made wholly from personal preferences. We are not satisfied with the non-answer we received from Mr. Jeannot and he has failed to justify his decision or produce an actual objective written standard.

**Moose Jaw Office:**  
39 Athabasca Street West  
Moose Jaw, SK S6H 2B6  
Phone 306.693.7922  
Fax: 306.692.2807

**Swift Current Office:**  
333 Central Avenue North  
Swift Current, SK S9H 0L5  
Phone 306.773.2536  
Fax: 306.773.7535

SEIU-West is a Scent Free Workplace

We will continue to take our business elsewhere and will encourage others in the labour movement to do the same.

Sincerely,

A handwritten signature in black ink, appearing to read 'Barb Cape', written in a cursive style.

Barb Cape  
President  
SEIU-West

BC/jb USW 5917

cc: Keith Jeannot, President & CEO, Directwest  
Doug Burnett, President & CEO, SaskTel  
Dave Kuntz, President of UNIFOR 1s