

**Promoting the introduction of local 10-digit dialing and  
new area code 428 in New Brunswick**

**Progress Report #1**

**June 2019**

# Communications Progress Report

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This progress report is submitted to the Relief Planning Committee (RPC) and CRTC staff for the 506 overlay project. The report outlines the public relations activities that the Telecommunications Alliance (TA) has undertaken, for the initial segment of the communications campaign, to generate awareness for the introduction of local 10-digit dialing and new 428 area code in New Brunswick. Also included in this document are the reports submitted by individual carriers.

## **About the Telecommunications Alliance**

The Telecommunications Alliance has been put in place to manage the introduction of local 10-digit dialing and the new area code in the 506 area. Members of the TA are: Bell, Rogers and TELUS.

## **Communication Objectives**

- Increase awareness of 10-digit dialing and the new 428 area code that will serve the same geographic region as the 506 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 August 13, 2020.
  - Limit negative perceptions and reactions to these changes.
- Provide open communication channels to address questions and concerns from residents and businesses regarding 10DD implementation.

## **Communication Strategies Phase 1 – Awareness Campaign**

Awareness Campaign- focuses on raising awareness of the introduction of 10DD and a new area code.

- Target media, consumers and businesses impacted by the change
- Ensure that the appropriate government authorities in New Brunswick are informed of the area code relief plan (federal, provincial and municipal government offices and elected officials).

## PROGRESS REPORT

### Activities initiated by the TA

FEBRUARY-JUNE 2019

- Development of the TA web site: [www.dial10.ca](http://www.dial10.ca) and [www.10chiffres.ca](http://www.10chiffres.ca)
- Development of key messages and questions and answers document
- Personalized letter to Government officials (federal, provincial)
- Media relations
  - Issue of news release via Cision
  - Targeted distribution to dailies, weeklies, radio and TV stations
  - Media interviews
- Information letter to key stakeholders including:
  - Municipalities
  - Chambers of Commerce
  - New Brunswick Government- Communications primes
  - Seniors associations and others

<b>Timeline</b>	<b>Tactics</b>	<b>Target</b>
March 25	Web site <a href="http://www.dial10.ca">www.dial10.ca</a>	Business and consumer markets, media, employees
Marc 25	Key messages document	
May 14	Personalized letter to Government officials	Governments (Federal & Provincial)
May 14	Press release	Media
May 14	Information Letter	Municipalities, business associations and other key stakeholders

## Results

The initial segment of the TA communications campaign was successful in terms of providing information and raising awareness about new local dialing procedures.

- Good online media coverage.
- 4 media interviews
- Major media covered the news:
  - The Telegraph
  - Radio-Canada
  - CBC
  - CTV News
  - Several radio stations

## Annexes

### MEDIA COVERAGE -PHASE 1

Type of media	Title of Media	City/Region	Date of publication	Date of interview
Radio	Radio Rastigouche (FR)	Balmoral	May 14	May 14
Radio	CBC morning radio (ENG)	Saint John	May 15	May 15
Radio	Frontière FM CJEM CKMV		May 14	
Radio	Radio Canada Acadie (Regard 9)	Atlantic provinces		May 16
Television	CTV news		May 14	
Print	All Nova Scotia	Moncton		May 14
Web	<a href="https://www.telegraphjournal.com/tribune/story/100700408/area-code?source=story-top">https://www.telegraphjournal.com/tribune/story/100700408/area-code?source=story-top</a>		31 August 2018	
Web	<a href="https://ici.radio-canada.ca/nouvelle/1120997/nouveau-code-regional-telephone-nouveau-brunswick">https://ici.radio-canada.ca/nouvelle/1120997/nouveau-code-regional-telephone-nouveau-brunswick</a>		31 August 2018	
Web	<a href="https://www.infoweekend.ca/actualites/actualite/344891/il-faudra-bientot-composer-10-chiffres-pour-telephoner">https://www.infoweekend.ca/actualites/actualite/344891/il-faudra-bientot-composer-10-chiffres-pour-telephoner</a>		31 August 2018	
Web	<a href="https://www.cbc.ca/news/canada/new-brunswick/new-area-code-new-brunswick-1.4805481">https://www.cbc.ca/news/canada/new-brunswick/new-area-code-new-brunswick-1.4805481</a>		31 August 2018	
Web	<a href="https://atlantic.ctvnews.ca/new-brunswick-getting-an-extra-area-code-1.4075544">https://atlantic.ctvnews.ca/new-brunswick-getting-an-extra-area-code-1.4075544</a>		31 August 2018	
Web	<a href="https://www.areacodelocations.info/news/new-area-code-428-for-new-brunswick-canada/">https://www.areacodelocations.info/news/new-area-code-428-for-new-brunswick-canada/</a>		31 August 2018	
Web	<a href="http://news.morningstar.com/all/canada-news-wire/20190514C9971/local-10-digit-dialing-and-a-new-area-code-coming-to-new-brunswick-in-2020.aspx">http://news.morningstar.com/all/canada-news-wire/20190514C9971/local-10-digit-dialing-and-a-new-area-code-coming-to-new-brunswick-in-2020.aspx</a>		May 14	
Web	<a href="https://www.lelezard.com/communiqu-18757994.html">https://www.lelezard.com/communiqu-18757994.html</a>		May 14	
Web	<a href="https://www.newswire.ca/news-releases/local-10-digit-dialing-and-a-new-area-code-coming-to-new-brunswick-in-2020-897478906.html">https://www.newswire.ca/news-releases/local-10-digit-dialing-and-a-new-area-code-coming-to-new-brunswick-in-2020-897478906.html</a>		May 14	
Web	<a href="https://www.newswire.ca/fr/news-releases/la-composition-locale-a-10-chiffres-et-un-nouvel-indicatif-regional-au-nouveau-brunswick-en-2020-882756176.html">https://www.newswire.ca/fr/news-releases/la-composition-locale-a-10-chiffres-et-un-nouvel-indicatif-regional-au-nouveau-brunswick-en-2020-882756176.html</a>		May 14	
Web	<a href="https://www.acadienouvelle.com/actualites/2019/05/14/bientot-un-nouvel-indicatif-regional-au-n-b-le-428/">https://www.acadienouvelle.com/actualites/2019/05/14/bientot-un-nouvel-indicatif-regional-au-n-b-le-428/</a>		May 14	
Web	<a href="https://www.cbc.ca/news/canada/new-brunswick/area-code-new-brunswick-428-">https://www.cbc.ca/news/canada/new-brunswick/area-code-new-brunswick-428-</a>		May 14	

	10-digit-2020-1.5135029			
Web	<a href="https://mobilesyrup.com/2019/05/14/new-brunswick-10-digit-dialling-428-area-code/">https://mobilesyrup.com/2019/05/14/new-brunswick-10-digit-dialling-428-area-code/</a>		May 14	
Web	<a href="https://www.facebook.com/pg/cjem.ckmv/posts/">https://www.facebook.com/pg/cjem.ckmv/posts/</a>		May 14	
Web	<a href="https://atlantic.ctvnews.ca/new-brunswickers-to-start-10-digit-dialling-in-august-2020-1.4421871">https://atlantic.ctvnews.ca/new-brunswickers-to-start-10-digit-dialling-in-august-2020-1.4421871</a>		May 14	
Web	<a href="https://vcaneews.com/business/technology/3401-new-brunswick-shifting-to-10-digit-dialling-welcomes-new-428-area-code.html">https://vcaneews.com/business/technology/3401-new-brunswick-shifting-to-10-digit-dialling-welcomes-new-428-area-code.html</a>		May 14	
Web	<a href="https://www.facebook.com/permalink.php?id=154463667943436&amp;story_fbid=2362276063828841">https://www.facebook.com/permalink.php?id=154463667943436&amp;story_fbid=2362276063828841</a>		May 14	
	<a href="https://www.919thebend.ca/2019/05/14/71267/">https://www.919thebend.ca/2019/05/14/71267/</a>		May 14	
Web	<a href="https://ici.radio-canada.ca/nouvelle/1169765/indicatif-regional-numero-telephone">https://ici.radio-canada.ca/nouvelle/1169765/indicatif-regional-numero-telephone</a>		May 14	
Web	<a href="https://podcasts.apple.com/us/podcast/new-area-code-10-digit-phone-numbers-standard-in-new/id352379134?i=1000438162559">https://podcasts.apple.com/us/podcast/new-area-code-10-digit-phone-numbers-standard-in-new/id352379134?i=1000438162559</a>		May 15	
Web	<a href="https://cartt.ca/article/new-area-code-10-digit-dialing-coming-new-brunswick">https://cartt.ca/article/new-area-code-10-digit-dialing-coming-new-brunswick</a>		May 15	
Web	<a href="http://1039maxfm.com/blog/new-brunswickers-to-start-10-digit-dialling-in-august-2020/">http://1039maxfm.com/blog/new-brunswickers-to-start-10-digit-dialling-in-august-2020/</a>		May 15	
Web	<a href="https://www.cbc.ca/listen/live-radio/1-28-information-morning-saint-john/clip/15703243-new-area-code-10-digit-phone-numbers-standard-in-new-brunswick-november-2020">https://www.cbc.ca/listen/live-radio/1-28-information-morning-saint-john/clip/15703243-new-area-code-10-digit-phone-numbers-standard-in-new-brunswick-november-2020</a>		May 15	

**PROGRESS REPORT  
INDIVIDUAL CARRIERS**



<b>Date</b>	<b>Tactics</b>	<b>Target</b>
March, 2019	New area code details on bell.ca and bcc.ca	All customers
June 2019	New area code messaging for frontline customer care agents	All customers
June/July 2019	Bill message	Residential customers in NB
June/July 2019	Bill message/emails	Business customers in NB



<b>Date</b>	<b>Tactics</b>	<b>Target</b>
<b>May 2019</b>	Postpaid: Deploy a bill message to all wireless customers in the relevant area promoting the introduction of the new area code. Wireline customers will receive letters alerting them of change. Pre-paid: Deploy SMS to customers in relevant area promoting the introduction of the new area code.	Rogers, Fido and Chatr customers (consumer and business)
<b>MAY 2019</b>	Will notify frontline customer care agents responding to customer inquiries about the new area code in anticipation of questions from customers.	Rogers, Fido and Chatr customers (consumer and business)



<b>Date</b>	<b>Tactics</b>	<b>Target</b>
May 2019	New area code details on <a href="http://www.telus.com">www.telus.com</a>	Business and Consumer markets
May 2019	Bill message on TELUS New Brunswick customer bills	Bill messages on TELUS New Brunswick Business customer bills
May 2019	SMS messages to prepaid & postpaid customers with link to web support page.	TELUS Wireless Consumer customers
May 2019	Messaging/updated documentation for frontline agents	Consumer and Business customers who contact TELUS for front line support



<b>Date</b>	<b>Tactics</b>	<b>Target</b>
June 2019 (Note: While it was necessary to reschedule activities from the original planned dates, we do not have concerns regarding the completion of the remainder of the awareness activities.)	Internal communications	Frontline staff, technical support and marketing/communications
June 2019 (Note: While it was necessary to reschedule activities from the original planned dates, we do not have concerns regarding the completion of the remainder of the awareness activities.)	Website Update	All customers





Date	Description
May 2019	Update allstream.com with details regarding new NS area code 428 Share documentation with our CSC agents to support answering customer questions
June/July 2019	Targeted customer messages
June/July 2019	Targeted customer messages through bill insert



Date	Tactics	Target
May 2019	Internal communication	All the front line staff: support centers, business and marketing team
July / August 2019	External communication by Front line staff	All customers: both residential and business



**Consumer Awareness task force (CATF) for the 506 overlay project**

**New NPA 428 to Overlay NPA 506**

**June 28, 2019**

PROGRESS REPORT #1

Iristel notified all front line sales channels and internal staff of the new area code, 428.

We will update our website and notify customers in area 506 through bill inserts in July/August.

Thank you!

Respectfully,



**Andreea Badea**

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