

**Promoting the introduction of new area code 584 in  
Manitoba !**

**Progress Report #1**

**April 2022**

## **Communications Progress Report !**

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This progress report is submitted to the Relief Planning Committee (RPC) and CRTC staff for the 204/431 overlay project. The report outlines the public relations activities that the Telecommunications Alliance (TA) has undertaken to generate awareness for the introduction of the new 584 area code in Manitoba. Also included in this document are the reports submitted by individual carriers.

### **About the Telecommunications Alliance**

Canada's major telecommunications service providers have joined forces to develop communications campaign informing the public about the introduction of new area codes in certain calling areas.

### **Communication Strategies**

Since there are no changes in local dialing patterns, the main component of the communication campaign is to conduct a targeted PR campaign to ensure awareness of the new area code with local media, government, businesses and residents.

## PROGRESS REPORT '

### Activities initiated by the TA

MARCH 2022

- Email notification to Government officials (federal, provincial); Municipalities and Chambers of Commerce
- Media relations
  - Issue of news release

<b>Timeline</b>	<b>Tactics</b>	<b>Target</b>
March	TA web site update	Business and Consumer markets
March 24	Media release	Media
March 24	E mail note	Governments (Federal & Provincial)
March 24	E mail note	Municipalities, business associations and other key stakeholders

## Annexes

### MEDIA COVERAGE -PHASE 1: MARCH 2022

Type of media	Title of Media	Date of publication	Date of interview
Radio	610	March 15	
Radio	CHVN	March 24	
Radio	91,5 fm	March 24	
Radio			
TV	CTV News		
TV	Radio Canada Fr		March 16
TV	Bell Media	March 16	March 16
TV	Global news	March 16	
Print			
Web	<a href="https://www.winnipegfreepress.com/local/calling-584-manitobas-new-area-code-goes-into-service-in-october-576292202.html">https://www.winnipegfreepress.com/local/calling-584-manitobas-new-area-code-goes-into-service-in-october-576292202.html</a>	March 15	March 14
Web	<a href="https://winnipeg.ctvnews.ca/third-area-code-coming-to-manitoba-this-fall-1.5820429">https://winnipeg.ctvnews.ca/third-area-code-coming-to-manitoba-this-fall-1.5820429</a>	March 15	
Web	<a href="https://accesswinnipeg.com/2022/03/new-manitoba-584-area-code-goes-into-service-in-october/">https://accesswinnipeg.com/2022/03/new-manitoba-584-area-code-goes-into-service-in-october/</a>	March 15	
Web	<a href="https://www.reddit.com/r/Winnipeg/comments/tebthj/calling_584_manitobas_new_area_code_goes_into/">https://www.reddit.com/r/Winnipeg/comments/tebthj/calling_584_manitobas_new_area_code_goes_into/</a>	March 15	
Web	<a href="https://globalnews.ca/video/8685339/third-area-code-coming-to-manitoba/">https://globalnews.ca/video/8685339/third-area-code-coming-to-manitoba/</a>	March 16	
Web	<a href="https://www.manitobapost.com/manitoba-news/manitoba-gets-3rd-area-code-123010">https://www.manitobapost.com/manitoba-news/manitoba-gets-3rd-area-code-123010</a>	March 16	
Web	<a href="https://twitter.com/globalwinnipeg/status/1503849818971680770">https://twitter.com/globalwinnipeg/status/1503849818971680770</a>	March 16	
Web	<a href="https://flipboard.com/topic/manitoba/third-area-code-coming-to-manitoba-this-fall/a-drEHo77GSaGy1qMuFUD1ow%3Aa%3A2823982346-5580957960%2Fctvnews.ca">https://flipboard.com/topic/manitoba/third-area-code-coming-to-manitoba-this-fall/a-drEHo77GSaGy1qMuFUD1ow%3Aa%3A2823982346-5580957960%2Fctvnews.ca</a>	March 16	
Web	<a href="https://ici.radio-canada.ca/nouvelle/1869597/telephone-indicatif-regional-manitoba-584-octobre-telecommunication">https://ici.radio-canada.ca/nouvelle/1869597/telephone-indicatif-regional-manitoba-584-octobre-telecommunication</a>	March 17	
Web	<a href="https://www.newswire.ca/fr/news-releases/nouvel-indicatif-regional-584-au-manitoba-892277859.html">https://www.newswire.ca/fr/news-releases/nouvel-indicatif-regional-584-au-manitoba-892277859.html</a>	March 24	
Web	<a href="https://www.newswire.ca/news-releases/new-area-code-584-in-manitoba-829883790.html">https://www.newswire.ca/news-releases/new-area-code-584-in-manitoba-829883790.html</a>	March 24	
Web	<a href="https://winnipeg.ctvnews.ca/third-area-code-coming-to-manitoba-this-fall-1.5820429">https://winnipeg.ctvnews.ca/third-area-code-coming-to-manitoba-this-fall-1.5820429</a>	March 15	
Web	<a href="https://finance.yahoo.com/news/area-code-584-manitoba-130000800.html">https://finance.yahoo.com/news/area-code-584-manitoba-130000800.html</a>	March 24	
Web	<a href="https://www.iheartradio.ca/610ctb/news/third-area-code-coming-to-manitoba-this-fall-1.17363232">https://www.iheartradio.ca/610ctb/news/third-area-code-coming-to-manitoba-this-fall-1.17363232</a>	March 15	
Web	<a href="https://www.msn.com/fr-ca/actualites/technologie/l-indicatif-regional-584-entrera-en-fonction-plus-tot-que-prevu-au-manitoba/ar-">https://www.msn.com/fr-ca/actualites/technologie/l-indicatif-regional-584-entrera-en-fonction-plus-tot-que-prevu-au-manitoba/ar-</a>	March 16	

	AAV9Vbt?li=AAgh0dy&mc_cid=2887f232ff&mc_eid=2db96ed3b5		
Web	<a href="https://www.userwalls.com/n/area-code-584-manitoba-3001570/">https://www.userwalls.com/n/area-code-584-manitoba-3001570/</a>	March 24	
Web	<a href="https://www.todocanada.ca/manitoba-to-get-a-new-area-code-this-year/">https://www.todocanada.ca/manitoba-to-get-a-new-area-code-this-year/</a>	March 24	
Web	<a href="https://www.cbc.ca/news/canada/manitoba/manitoba-new-area-code-584-1.6395981">https://www.cbc.ca/news/canada/manitoba/manitoba-new-area-code-584-1.6395981</a>	March 24	
Web	<a href="https://winnipeg.citynews.ca/2022/03/24/new-584-area-code-to-be-introduced-in-october/">https://winnipeg.citynews.ca/2022/03/24/new-584-area-code-to-be-introduced-in-october/</a>	March 24	
Web	<a href="https://www.chvradio.com/articles/manitoba-has-3rd-area-code-coming-2-years-sooner-than-expected">https://www.chvradio.com/articles/manitoba-has-3rd-area-code-coming-2-years-sooner-than-expected</a>	March 24	
Web	<a href="https://apnawinnipeg.com/manitoba-adds-584-as-its-third-area-code-cbc-news/">https://apnawinnipeg.com/manitoba-adds-584-as-its-third-area-code-cbc-news/</a>	March 24	
Web	<a href="https://qccountryfm.ca/news-weather/news">https://qccountryfm.ca/news-weather/news</a>	March 24	
Web	<a href="https://www.thompsoncitizen.net/local-news/third-area-code-being-added-for-manitoba-oct-29-5195509">https://www.thompsoncitizen.net/local-news/third-area-code-being-added-for-manitoba-oct-29-5195509</a>	March 24	
Web	<a href="https://www.tmcnet.com/submit/-new-area-code-584-manitoba-2022/03/24/9570218.htm">https://www.tmcnet.com/submit/-new-area-code-584-manitoba-2022/03/24/9570218.htm</a>	March 24	
Web	<a href="https://www.chrisd.ca/2022/03/25/manitoba-new-584-area-code/">https://www.chrisd.ca/2022/03/25/manitoba-new-584-area-code/</a>	March 24	
Web	<a href="https://mobilesyrup.com/2022/03/24/manitoba-will-get-a-third-area-code-in-october/">https://mobilesyrup.com/2022/03/24/manitoba-will-get-a-third-area-code-in-october/</a>	March 24	
Web	<a href="https://hamkarchan.com/2022/03/25/manitoba-will-get-a-new-584-area-code-in-october/">https://hamkarchan.com/2022/03/25/manitoba-will-get-a-new-584-area-code-in-october/</a>	March 24	
Web	<a href="https://newsexplorer.net/?#manitoba-will-get-a-new-584-area-code-in-october-s1078233.html">https://newsexplorer.net/?#manitoba-will-get-a-new-584-area-code-in-october-s1078233.html</a>	March 24	
Web	<a href="https://bliteoc.com/manitoba-will-get-a-new-584-area-code-in-october-4308.html">https://bliteoc.com/manitoba-will-get-a-new-584-area-code-in-october-4308.html</a>	March 24	
Web	<a href="https://samacharcentral.com/manitoba-will-get-a-third-area-code-in-october/">https://samacharcentral.com/manitoba-will-get-a-third-area-code-in-october/</a>	March 24	
Web	<a href="https://whatsnow.news/le-manitoba-recevra-un-troisieme-indicatif-regional-en-octobre/">https://whatsnow.news/le-manitoba-recevra-un-troisieme-indicatif-regional-en-octobre/</a>	March 24	
Web	<a href="https://www.cbj.ca/municipal-news/?rkey=20220324C6256&amp;filter=4784">https://www.cbj.ca/municipal-news/?rkey=20220324C6256&amp;filter=4784</a>	March 24	
Web	<a href="http://www.lannonneur.ca/Pages/Nouvelles_CNW.php?rkey=20220324C8039&amp;filter=10468">http://www.lannonneur.ca/Pages/Nouvelles_CNW.php?rkey=20220324C8039&amp;filter=10468</a>	March 24	
Web	<a href="http://www.mastheadonline.com/cnw/?rkey=20220324C6256&amp;filter=5207">http://www.mastheadonline.com/cnw/?rkey=20220324C6256&amp;filter=5207</a>	March 24	
Web			

**PROGRESS REPORT  
INDIVIDUAL CARRIERS**



<b>Date</b>	<b>Tactics</b>	<b>Target</b>
MARCH 2022	Information available on <a href="http://bell.ca">bell.ca</a> and <a href="http://bce.ca">bce.ca</a>	All Bell and BellMTS customers
APRIL, SEPTEMBER 2022	Internal Communications	Frontline customer care reps (consumer and business)
MAY, SEPTEMBER 2022	Bill messages and customer notifications	Residential & business customers in Manitoba



<b>Date</b>	<b>Tactics</b>	<b>Target</b>
June 18-July 17, 2022	Postpaid: Bill message to all customers in the relevant area promoting the introduction of the new area code.	Rogers and Fido customers (consumer and business)
JUNE 22, 2022	Pre-paid: SMS to customers in relevant area promoting the introduction of the new area code.	Rogers, Fido and Chatr customers (consumer and business)
JUNE, 2022	Notify frontline customer care agents responding to customer inquiries about the new area code in anticipation of questions from customers.	Rogers, Fido and Chatr customer care agents (consumer and business)



Date	Tactics	Target	Status
March 2022	Information available on telus.com website	All Manitoba customers	Complete March 2022
April, September 2022	Internal messaging	Front line agents (Business and Consumer)	April complete
April, September 2022	Bill message	All Manitoba Business customers	April in progress, due to complete April 30



Date	Tactics	Target
March 2022	Internal message	Customer care/sales
March 2022	website	All customers
April 2022	Email notification	All Manitoba customers



Date	Tactics	Target
May 2022	Information available on provtel.com website	All Manitoba customers
June, July, August 2022	Notice included with invoice	ALL customers across Canada



<b>Date</b>	<b>Tactics</b>	<b>Target</b>
May 2022	Internal communication to operations team	Iristel staff
SEPTEMBER 2022	Notice on customer invoice	Iristel customers
OCTOBER 2022	Notice on iristel.com	General public



<b>Date</b>	<b>Tactics</b>	<b>Target</b>
March 2022	Internal communications	Frontline staff, technical support and marketing/communications
April 2022	Website Update	All customers
May 2022	Customer Notifications	Residential, business, wholesale customers
September 2022	Internal Communications (Repeat)	Frontline staff, technical support and marketing/communications
September 2022	Customer Reminder Notifications	Residential, business, wholesale customers

**The following carriers did not submit their progress reports**

- **Fibernetics**
- **Comwave**
- **ISP Tel**
- **Les.net**
- **Shaw**
- **Westman Communications Group**