

Promoting the introduction of new area code 382 in Ontario

Progress Report #2

July 2023

Communications Progress Report

This final report is submitted to the Relief Planning Committee (RPC) and CRTC staff for the 226/519/548 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 382 area code in Ontario. 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 were no changes in local dialing patterns, the main component of the communication campaign was 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

NOVEMBER 2022

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

JUNE 2023

- Media relations
 - Issue of news release
- Email reminder to Municipalities and Chambers of Commerce

Timeline	Tactics	Target
November 17, 2022	Media release	Media
November 17, 2022	E mail note	Governments (Federal & Provincial)
November 17, 2022	E mail note	Municipalities, business associations and other key stakeholders
June 14, 2023	Media release	Media
June 14, 2023	E mail note	Municipalities, business associations and other key stakeholders

Annexes

MEDIA COVERAGE -PHASE 1: NOVEMBER 2022

Type of media	Title of Media	Date of publication	Date of interview
Radio	CBC Windsor	Nov 21	Nov 21
Radio	Radio- Canada Windsor French	Nov 21	Nov 21
TV	Fairchild Television (Chinese TV Network)	Nov 23	Nov 23
Web	https://www.newswire.ca/fr/news-releases/nouvel-indicatif-regional-382-pour-la-region-sud-ouest-de-l-ontario-876136831.html	Nov 17	
Web	https://www.newswire.ca/news-releases/new-area-code-382-in-southwestern-ontario-848411688.html	Nov 17	
Web	https://finance.yahoo.com/news/area-code-382-southwestern-ontario-130000068.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xILmNvbS8&guce_referrer_sig=AQAAAMgNQGvHVu-Ep4YTb24NZKFxwnp2Z1GhhYZpMRFj9mRtl4z0JWNb3cV8hlcWLFRjBEsadqbEJ62t5paLI9LVd4bagqFPHB7y8J-mGT3Dv11zPWN_I5vMfKjB5dV6eD65OUrZ7jGw6aJ7bcZyjicdT_5sMiWnapDfgnVeSLtwdDeR	Nov 17	
Web	https://curiocity.com/ontario-new-area-code-southwestern-region-2023/	Nov 17	
Web	https://www.todocanada.ca/southwestern-ontario-to-get-new-area-code-in-2023/	Nov 17	
Web	https://www.cbj.ca/municipal-news/?rkey=20221117C6759&filter=4784	Nov 17	
Web	http://www.carrefourdequebec.com/cnw/?rkey=20221117C4549&filter=6943	Nov 17	
Web	https://www.tolerance.ca/en/newswire?rkey=20221117C6759&filter=21675	Nov 17	
Web	http://www.bulletinaylmer.com/National-New?rkey=20221117C6759&filter=10331	Nov 17	

Web	http://www.lannonceur.ca/Pages/Nouvelles_CNW.php?rkey=20221117C4549&filter=10468	Nov 17	
Web	https://www.onenewspage.com/prnewswire.php?rkey=20221117C6759&filter=3968	Nov 17	
Web	https://curiocity.com/ontario-new-area-code-southwestern-region-2023/	Nov 17	
Web	https://cartt.ca/southwestern-ontario-will-get-a-new-area-code-next-year/	Nov 17	
Web	https://windsorite.ca/2022/11/new-area-code-coming-to-southwestern-ontario/	Nov 17	
Web	https://mobilesyrup.com/2022/11/17/southwestern-ontario-getting-new-382-area-code/	Nov 17	
Web	https://ca.news.yahoo.com/hello-fourth-area-code-coming-225705116.html	Nov 17	
Web	https://thenewsroom.info/2022/11/18/southwestern-ontario-getting-new-382-area-code/	Nov 17	
Web	https://lesactualites.news/technologie-et-science/le-sud-ouest-de-lontario-obtient-le-nouvel-indicatif-regional-382/	Nov 17	
Web	https://kingsvilletimes.ca	Nov 17	
Web	https://www.cbc.ca/news/canada/windsor/new-area-code-southwestern-ontario-1.6656718	Nov 18	
Web	https://globalnews.ca/news/9289403/southwestern-ontario-area-code-382/	Nov 18	
Web	https://www.theobserver.ca/news/local-news/the-382-fourth-area-code-coming-to-sw-ontario/wcm/b13e2d2b-7fe4-43d0-b43f-f1e2e8e197e1/amp/	Nov 18	
Web	https://www.blogto.com/tech/2022/11/ontario-getting-another-new-area-code/	Nov 18	
Web	https://canadatoday.news/ca/new-area-code-382-to-be-rolled-out-in-southwestern-ontario-next-year-153366/	Nov 19	
Web	https://blackburnnews.com/windsor/windsor-news/2022/11/19/running-phone-numbers-southwestern-ontario-gets-new-area-code/	Nov 19	

MEDIA COVERAGE -PHASE 2: JUNE 2023

Type of media	Title of Media	Date of publication	Date of interview
Radio	CBC Kitchener	June 15	June 15
Radio	Global news	June 21	June 21
TV	CTV Kitchener	June 21	June 21
Web	https://www.newswire.ca/news-releases/new-area-code-382-in-southwestern-ontario-828979520.html	June 14	
Web	https://www.newswire.ca/fr/news-releases/nouvel-indicatif-regional-382-pour-la-region-sud-ouest-de-l-ontario-878579982.html	June 14	
Web	https://finance.yahoo.com/news/area-code-382-southwestern-ontario-120000315.html	June 14	
Web	https://www.theglobeandmail.com/investing/markets/markets-news/Newswire.ca/17705261/new-area-code-382-in-southwestern-ontario/#:~:text=OTTAWA%2C%20ON%2C%20June%2014%2C,and%20548%20in%20southwestern%20Ontario.	June 14	
Web	https://www.cbc.ca/news/canada/kitchener-waterloo/southern-ontario-new-area-code-382-1.6877887#:~:text=A%20fourth%20area%20code%20for,%2C%20647%2C%20and%20437).	June 17	
Web	https://newca.com/doc/4687	June 17	
Web	https://www.reddit.com/r/ontario/comments/14bsj10/southern_ontario_gets_4th_area_code_this_weekend/	June 17	
Web	https://943cksy.com/blogs/5-things-you-need-to-know/2023/06/june-19-2023/	June 19	
Web	https://sarnianewstoday.ca/news/2023/06/17/southwestern-ontarios-new-phone-exchange-begins-operating	June 17	
Web	https://6do.world/t/ottawa-what-we-know-about-the-petawawa-military-helicopter-crash-so-far/72463/541?page=28		
Web			
Web			

**PROGRESS REPORT
INDIVIDUAL CARRIERS**



Date	Tactics	Target
November 2022	Information available on bell.ca and bce.ca	All customers
November 2022, June 2023	Internal messaging	Frontline customer reps
December 2022, June 2023	Customer notifications	Residential & business customers in Ontario



Date	Tactics	Target
November 17- December 16, 2022	Postpaid: Bill message to all customers in the relevant area promoting the introduction of the new area code.	Rogers, Fido and Chatr customers (consumer and business)
DECEMBER 7-8, 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)
NOVEMBER – DECEMBER 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
November 2022	Information available on telus.com website	All Ontario customers	Complete
December 2022, May 2023	Internal messaging	Front line agents (Business and Consumer)	Complete
December 2022, May, June 2023	Bill message	All Ontario Business customers	Complete



Date	Tactics	Target
Nov. 2022	Area code pages on brand websites updated	All customers
March 2023	Messages will be stated on invoices along with links to website area code pages	All customers
APR – Jun 2023	Social media posts; and additional invoice messages	All customers



Date	Tactics	Target	Status
Mar-23	Customer care, business & retail: positioning Provided to inform customers	March 15 th , 2023	Completed
APR-23	Evaluate Support Pages on eastlink.ca	April 15 th , 2023	Completed
Apr-23	Customer communications; (May's) billing statement messages,	April 28 th , 2023	Completed
May-23	Customer care, business & retail: reminder of positioning to inform customers	May 1 st , 2023	Completed
Mar-23	Customer care, business & retail: positioning Provided to inform customers	March 15 th , 2023	Completed
MAY 2023	Information Posts; social media – 30 days until intro of new NPA	May 15 th , 2023	Completed
JUNE 2023	New NPA introduced in SWO	June 17 th , 2023	Completed



Date	Tactics	Target
August 2022	Submit project to Marketing	Communications plan
Nov 2022	Email/website update	Internal/external
June 2023	Email/chater	Internal reminder



As per the communications plan

Date	Tactics	Target
November 2022	Internal communications	Frontline staff, technical support and marketing/communications
November 2022	Website Update	All customers
November 2022	Customer Notifications	Residential, business, wholesale customers
May 2023	Internal Communications (Repeat)	Frontline staff, technical support and marketing/communications
May 2023	Customer Reminder Notifications	Residential, business, wholesale customers



Date	Tactics	Target
April – May, 2023	Emails to customers with 30 day notification sent	Customers
April – May, 2023	Internal blogs released for awareness on customer communications to front line employees that handle customer calls	Employees (Customer Care Support)
June 2023	Reminder internal blog released for awareness on customer communication to front line employees that handle customer calls	Employees (Customer Care Support)