

Promoting the introduction of new area code 879 in Newfoundland & Labrador

Progress Report #1

December 2023

Communications Progress Report

This progress report is submitted to the Relief Planning Committee (RPC) and CRTC staff for the 709 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 879 area code in Newfoundland & Labrador. 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

NOVEMBER 2023

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

Timeline	Tactics	Target
November 16	Media release	Media
November 16	E mail note	Governments (Federal & Provincial)
November 16	E mail note	Municipalities, business associations and other key stakeholders

Annexes

MEDIA COVERAGE -PHASE 1: NOVEMBER 2023

Type of media	Title of Media	Date of publication	Date of interview
Web	https://www.newswire.ca/news-releases/new-area-code-879-coming-to-newfoundland-and-labrador-862026907.html	Nov 16	
Web	https://www.newswire.ca/fr/news-releases/nouvel-indicatif-regional-879-bientot-a-terre-neuve-et-labrador-836072895.html	Nov 16	
Web	https://finance.yahoo.com/news/area-code-879-coming-newfoundland-123000907.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xILmNvbS8&guce_referrer_sig=AQAAAMgNQGvHVu-Ep4YTb24NZKFXwnp2Z1GhhYZpMRFj9mRtl4z0JWNb3cV8hlcWLFrjBEsadqbEJ62t5paLI9LVd4bagqFPHB7y8J-mGT3Dv11zPWN_I5vMfKjB5dV6eD65OUrZ7jGw6aJ7bcZyjicdT_5sMiWnapDfgnVeSLtwdDeR	Nov 16	
Web	https://www.theglobeandmail.com/investing/markets/markets-news/Newswire.ca/22074520/new-area-code-879-coming-to-newfoundland-and-labrador/	Nov 16	
Web	https://ntv.ca/new-area-code-coming-to-newfoundland-and-labrador/	Nov 16	
Web	https://la1ere.francetvinfo.fr/saintpierre-miquelon/a-terre-neuve-un-nouveau-code-telephonique-regional-va-remplacer-le-traditionnel-709-1444016.html	Nov 16	
Web	https://www.tmcnet.com/submit/-new-area-code-879-coming-newfoundland-labrador-/2023/11/16/9919487.htm#:~:text=NEW%20AREA%20CODE%20879%20COMING%20TO%20NEWFOUNDLAND%20AND%20LABRADOR,-Share&text=ST.,the%20current%20709%20area%20code.	Nov 16	
Web	https://www.saltwire.com/atlantic-canada/news/new-879-area-code-coming-to-newfoundland-and-labrador-in-2024-100912800/	Nov 16	
Web	http://www.thebusinesspost.ca/nl-business-feed/?rkey=20231116C6031&filter=15810	Nov 16	
Web	https://newsproxy.site/www.saltwire.com/newfoundland-labrador/news/new-879-area-code-coming-to-newfoundland-and-labrador-in-2024-100912800/	Nov 16	
Web	The Telegram facebook ad	Nov 16	

**PROGRESS REPORT
INDIVIDUAL CARRIERS**



Date	Tactics	Target
November 2023	Bell.ca new area code page update	All customers
December 2023	Bill message or SMS	All customers in the relevant area
November 2023	Internal messaging	Frontline customer agents



Date	Tactics	Target
October 27- November 26, 2023	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)
NOVEMBER 30, DECEMBER 6 2023	Pre-paid: SMS to customers in relevant area promoting the introduction of the new area code.	Rogers, Fido and Chatr customers (consumer and business)
OCTOBER-NOVEMBER 2023	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
November 2023	Information available on telus.com website	All customers
December 2023,	Internal messaging	Front line agents (Business and Consumer)
December 2023,	Bill message	All Business customers



**PROGRESS REPORT #1 TO THE NETWORK IMPLEMENTATION TASK FORCE (NITF)
NPA 709/897**

Allstream submits this initial progress report to the NITF to provide an update on the status of its activities for the implementation of the new Distributed Overlay NPA 897

Allstream is following the schedule in the Relief Implementation Plan (RIP) for the introduction of NPA 897 which will be a Distributed Overlay of NPA 709. Allstream will have no issues in meeting all dates outlined in the RIP.

Cathy McGouran
Allstream



Date	Tactics	Target	Status
Nov 2023	Eastlink.ca tel support page update (wireline & wireless)	All customers	Completed
Nov 2023	Internal messaging/positioning	Frontline staff	Completed
Dec. 2023	Wireline and wireless statement messaging to affected areas	All wireline & wireless telephone customers in NFLD	In Progress



Date	Tactics	Target
January 2024	Email notifications to customers with 30 day in advance notification and added to website.	Customers
January 2024	internal blogs for awareness on customer communications to front line employees that handle customer calls	Employee