

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

## **Progress Report #3**

**March 2024**

## **Communications Progress Report**

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This final 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 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 2023

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

FEBRUARY 2024

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

<b>Timeline</b>	<b>Tactics</b>	<b>Target</b>
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
February 15	Media release	Media
	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	<a href="https://www.newswire.ca/news-releases/new-area-code-879-coming-to-newfoundland-and-labrador-862026907.html">https://www.newswire.ca/news-releases/new-area-code-879-coming-to-newfoundland-and-labrador-862026907.html</a>	Nov 16	
Web	<a href="https://www.newswire.ca/fr/news-releases/nouvel-indicatif-regional-879-bientot-a-terre-neuve-et-labrador-836072895.html">https://www.newswire.ca/fr/news-releases/nouvel-indicatif-regional-879-bientot-a-terre-neuve-et-labrador-836072895.html</a>	Nov 16	
Web	<a href="https://finance.yahoo.com/news/area-code-879-coming-newfoundland-123000907.html?guccounter=1&amp;guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLnVybS8&amp;guce_referrer_sig=AQAAAMgNQGvHVu-Ep4YTb24NZKFXwnp2Z1GhhYZpMRFj9mRtl4z0JWNb3cV8hlcWLFrjBEsadqbEJ62t5paLl9LVd4bagqFPHB7y8J-mGT3Dv11zPWN_l5vMfKjB5dV6eD65OUrZ7jGw6aJ7bcZyjcdT_5sMiWnapDfgnVeSLtwdDeR">https://finance.yahoo.com/news/area-code-879-coming-newfoundland-123000907.html?guccounter=1&amp;guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLnVybS8&amp;guce_referrer_sig=AQAAAMgNQGvHVu-Ep4YTb24NZKFXwnp2Z1GhhYZpMRFj9mRtl4z0JWNb3cV8hlcWLFrjBEsadqbEJ62t5paLl9LVd4bagqFPHB7y8J-mGT3Dv11zPWN_l5vMfKjB5dV6eD65OUrZ7jGw6aJ7bcZyjcdT_5sMiWnapDfgnVeSLtwdDeR</a>	Nov 16	
Web	<a href="https://www.theglobeandmail.com/investing/markets/markets-news/Newswire.ca/22074520/new-area-code-879-coming-to-newfoundland-and-labrador/">https://www.theglobeandmail.com/investing/markets/markets-news/Newswire.ca/22074520/new-area-code-879-coming-to-newfoundland-and-labrador/</a>	Nov 16	
Web	<a href="https://ntv.ca/new-area-code-coming-to-newfoundland-and-labrador/">https://ntv.ca/new-area-code-coming-to-newfoundland-and-labrador/</a>	Nov 16	
Web	<a href="https://la1ere.francetvinfo.fr/saintpierremiquelon/a-terre-neuve-un-nouveau-code-telephonique-regional-va-remplacer-le-traditionnel-709-1444016.html">https://la1ere.francetvinfo.fr/saintpierremiquelon/a-terre-neuve-un-nouveau-code-telephonique-regional-va-remplacer-le-traditionnel-709-1444016.html</a>	Nov 16	
Web	<a href="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&amp;text=ST.,the%20current%20709%20area%20code.">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&amp;text=ST.,the%20current%20709%20area%20code.</a>	Nov 16	
Web	<a href="https://www.saltwire.com/atlantic-canada/news/new-879-area-code-coming-to-newfoundland-and-labrador-in-2024-100912800/">https://www.saltwire.com/atlantic-canada/news/new-879-area-code-coming-to-newfoundland-and-labrador-in-2024-100912800/</a>	Nov 16	
Web	<a href="http://www.thebusinesspost.ca/nl-business-feed/?rkey=20231116C6031&amp;filter=15810">http://www.thebusinesspost.ca/nl-business-feed/?rkey=20231116C6031&amp;filter=15810</a>	Nov 16	
Web	<a href="https://newsproxy.site/www.saltwire.com/newfoundland-labrador/news/new-879-area-code-coming-to-newfoundland-and-labrador-in-2024-100912800/">https://newsproxy.site/www.saltwire.com/newfoundland-labrador/news/new-879-area-code-coming-to-newfoundland-and-labrador-in-2024-100912800/</a>	Nov 16	
Web	The Telegram facebook ad	Nov 16	

## MEDIA COVERAGE -PHASE 2: FEBRUARY 2024

Type of media	Title of Media	Date of publication	Date of interview
Radio	Radio Canada French) Réveil NÉ-TN)	Feb 20	Feb 16 & 20
TV	NTV	Feb 15	
TV	Radio-Canada (French)	Feb 16	Feb 16
Web	<a href="https://www.newswire.ca/news-releases/new-area-code-879-in-newfoundland-and-labrador-878571183.html#:~:text=NEW%20AREA%20CODE%20879%20IN%20NEWFOUNDLAND%20AND%20LABRADOR%20Français&amp;text=ST.,the%20current%20709%20area%20code.">https://www.newswire.ca/news-releases/new-area-code-879-in-newfoundland-and-labrador-878571183.html#:~:text=NEW%20AREA%20CODE%20879%20IN%20NEWFOUNDLAND%20AND%20LABRADOR%20Français&amp;text=ST.,the%20current%20709%20area%20code.</a>	Feb 15	
Web	<a href="https://ca.finance.yahoo.com/news/area-code-879-newfoundland-labrador-120000554.html?guccounter=1&amp;guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xLmNvbS8&amp;guce_referrer_sig=AQAAAMgNQGvHVu-Ep4YTb24NZKFXwnp2Z1GhhYZpMRFj9mRtl4z0JWNb3cV8hlcWLFJRjBEsadqbEJ62t5paLl9LVd4bagqFPHB7y8J-mGT3Dv11zPWN_l5vMfKjB5dV6eD65OUrZ7jGw6aJ7bcZyjicdT_5sMiWnapDfgnVeSLtwdDeR">https://ca.finance.yahoo.com/news/area-code-879-newfoundland-labrador-120000554.html?guccounter=1&amp;guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xLmNvbS8&amp;guce_referrer_sig=AQAAAMgNQGvHVu-Ep4YTb24NZKFXwnp2Z1GhhYZpMRFj9mRtl4z0JWNb3cV8hlcWLFJRjBEsadqbEJ62t5paLl9LVd4bagqFPHB7y8J-mGT3Dv11zPWN_l5vMfKjB5dV6eD65OUrZ7jGw6aJ7bcZyjicdT_5sMiWnapDfgnVeSLtwdDeR</a>	Feb 15	
Web	<a href="https://ntv.ca/new-area-code-to-be-introduced-saturday/">https://ntv.ca/new-area-code-to-be-introduced-saturday/</a>	Feb 15	
Web	<a href="https://www.todocanada.ca/newfoundland-and-labrador-to-get-new-area-code-starting-feb-17/">https://www.todocanada.ca/newfoundland-and-labrador-to-get-new-area-code-starting-feb-17/</a>	Feb 15	
Web	<a href="https://www.newswire.ca/fr/news-releases/nouvel-indicatif-regional-879-pour-terre-neuve-et-labrador-842813915.html#:~:text=2024%20%2FCNW%2F%20%2D%20À%20compter,avec%20l%27indicatif%20actuel%20709.">https://www.newswire.ca/fr/news-releases/nouvel-indicatif-regional-879-pour-terre-neuve-et-labrador-842813915.html#:~:text=2024%20%2FCNW%2F%20%2D%20À%20compter,avec%20l%27indicatif%20actuel%20709.</a>	Feb 15	
Web	<a href="https://www.todocanada.ca/newfoundland-and-labrador-to-get-new-area-code-starting-feb-17/">https://www.todocanada.ca/newfoundland-and-labrador-to-get-new-area-code-starting-feb-17/</a>	Feb 15	
Web	<a href="https://vocm.com/2024/02/16/879-area-code-nl/">https://vocm.com/2024/02/16/879-area-code-nl/</a>	Feb 15	
Web	<a href="https://ntv.ca/new-area-code-being-introduced-today#:~:text=The%20new%20879%20area%20code,phone%20numbers%20in%20the%20region.">https://ntv.ca/new-area-code-being-introduced-today#:~:text=The%20new%20879%20area%20code,phone%20numbers%20in%20the%20region.</a>	Feb 17	
Web	<a href="https://ntv.ca/new-area-code-being-introduced-today/">https://ntv.ca/new-area-code-being-introduced-today/</a>	Feb 17	
Web	<a href="https://ground.news/article/new-area-code-being-introduced-today">https://ground.news/article/new-area-code-being-introduced-today</a>	Feb 17	
Web			

**PROGRESS REPORT  
INDIVIDUAL CARRIERS**



<b>Date</b>	<b>Tactics</b>	<b>Target</b>
November 2023	Bell.ca new area code page update	All customers
December 2023 - February 2024	Bill messages and SMS	All customers in the relevant area (consumer and business)
November 2023, February 2024	Internal messaging for frontline customer care agents	All customer care agents (consumer and business)



<b>Date</b>	<b>Tactics</b>	<b>Target</b>
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 + FEBRUARY 2024	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 <a href="http://ontelus.com">ontelus.com</a> website	All customers
DECEMBER 2023, FEBRUARY 2024	Internal messaging	Front line agents (Business and Consumer)
DECEMBER 2023, FEBRUARY 2024	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



<b>Date</b>	<b>Tactics</b>	<b>Target</b>	<b>Status</b>
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	Completed



<b>Date</b>	<b>Tactics</b>	<b>Target</b>
February 2024	Email notifications sent to customers and notification added to website.	Customers
February 2024	Internal blogs for employee awareness on customer communications provided to front line employees that handle customer calls	Employee