

Promoting the introduction of new area code 584 in Manitoba

Progress Report #2

November 2022

Communications Progress Report

This final 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 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

March - October 2022

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

Timeline	Tactics	Target
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
October 26	Media release	Media
October 26	Reminder notice	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	https://www.winnipegfreepress.com/local/calling-584-manitoba-new-area-code-goes-into-service-in-october-576292202.html	March 15	March 14
Web	https://winnipeg.ctvnews.ca/third-area-code-coming-to-manitoba-this-fall-1.5820429	March 15	
Web	https://accesswinnipeg.com/2022/03/new-manitoba-584-area-code-goes-into-service-in-october/	March 15	
Web	https://www.reddit.com/r/Winnipeg/comments/tebthj/calling_584_manitoba_new_area_code_goes_into/	March 15	
Web	https://globalnews.ca/video/8685339/third-area-code-coming-to-manitoba/	March 16	
Web	https://www.manitobapost.com/manitoba-news/manitoba-gets-3rd-area-code-123010	March 16	
Web	https://twitter.com/globalwinnipeg/status/1503849818971680770	March 16	
Web	https://flipboard.com/topic/manitoba/third-area-code-coming-to-manitoba-this-fall/a-drEHo77GSaGy1qMuFUD1ow%3Aa%3A2823982346-5580957960%2Fctvnews.ca	March 16	
Web	https://ici.radio-canada.ca/nouvelle/1869597/telephone-indicatif-regional-manitoba-584-octobre-telecommunication	March 17	
Web	https://www.newswire.ca/fr/news-releases/nouvel-indicatif-regional-584-au-manitoba-892277859.html	March 24	
Web	https://www.newswire.ca/news-releases/new-area-code-584-in-manitoba-829883790.html	March 24	
Web	https://winnipeg.ctvnews.ca/third-area-code-coming-to-manitoba-this-fall-1.5820429	March 15	

Web	https://finance.yahoo.com/news/area-code-584-manitoba-130000800.html	March 24	
Web	https://www.iheartradio.ca/610cktb/news/third-area-code-coming-to-manitoba-this-fall-1.17363232	March 15	
Web	https://www.msn.com/fr-ca/actualites/technologie/l-indicatif-régional-584-entrera-en-fonction-plus-tôt-que-prévu-au-manitoba/ar-AAV9Vbt?li=AAgh0dy&mc_cid=2887f232ff&mc_eid=2db96ed3b5	March 16	
Web	https://www.userwalls.com/n/area-code-584-manitoba-3001570/	March 24	
Web	https://www.todocanada.ca/manitoba-to-get-a-new-area-code-this-year/	March 24	
Web	https://www.cbc.ca/news/canada/manitoba/manitoba-new-area-code-584-1.6395981	March 24	
Web	https://winnipeg.citynews.ca/2022/03/24/new-584-area-code-to-be-introduced-in-october/	March 24	
Web	https://www.chvnradio.com/articles/manitoba-has-3rd-area-code-coming-2-years-sooner-than-expected	March 24	
Web	https://apnawinnipeg.com/manitoba-adds-584-as-its-third-area-code-cbc-news/	March 24	
Web	https://qcountryfm.ca/news-weather/news	March 24	
Web	https://www.thompsoncitizen.net/local-news/third-area-code-being-added-for-manitoba-oct-29-5195509	March 24	
Web	https://www.tmcnet.com/usubmit/-new-area-code-584-manitoba-/2022/03/24/9570218.htm	March 24	
Web	https://www.chrisd.ca/2022/03/25/manitoba-new-584-area-code/	March 24	
Web	https://mobilesyrup.com/2022/03/24/manitoba-will-get-a-third-area-code-in-october/	March 24	
Web	https://hamkarchan.com/2022/03/25/manitoba-will-get-a-new-584-area-code-in-october/	March 24	
Web	https://newsexplorer.net/?#manitoba-will-get-a-new-584-area-code-in-october-s1078233.html	March 24	
Web	https://bliteoc.com/manitoba-will-get-a-new-584-area-code-in-october-4308.html	March 24	
Web	https://samacharcentral.com/manitoba-will-get-a-third-area-code-in-october/	March 24	
Web	https://whatsnow.news/le-manitoba-recevra-un-troisieme-indicatif-regional-en-octobre/	March 24	
Web	https://www.cbj.ca/municipal-news/?rkey=20220324C6256&filter=4784	March 24	
Web	http://www.lannonneur.ca/Pages/Nouvelles_CNW.php?rkey=20220324C8039&filter=10468	March 24	
Web	http://www.mastheadonline.com/cnw/?rkey=20220324C6256&filter=5207	March 24	
Web			

MEDIA COVERAGE -PHASE 2: OCTOBER 2022

Type of media	Title of Media	Date of publication	Date of interview
Web	http://www.newswire.ca/fr/releases/archive/October2022/26/c7644.html	Oct 26	
Web	http://www.newswire.ca/en/releases/archive/October2022/26/c8505.html	Oct 26	
Web	https://finance.yahoo.com/news/introduction-584-area-code-manitoba-130000968.html	Oct 26	
Web	https://www.benzinga.com/pressreleases/22/10/n29415813/introduction-of-584-area-code-in-manitoba	Oct 26	
Web	https://www.lezard.com/communiqu-20625593.html	Oct 26	
Web	https://www.cbc.ca/news/canada/manitoba/584-third-area-code-manitoba-1.6629966	Oct 26	
Web	https://www.msn.com/en-ca/news/canada/3rd-area-code-coming-to-manitoba-by-end-of-october/ar-AA13p2NV	Oct 26	
Web	https://irshadgul.com/third-area-code-coming-to-manitoba-by-end-of-october-ig-news/	Oct 26	
Web	https://www.cbj.ca/municipal-news/?rkey=20221026C8505&filter=4784	Oct 26	
Web	http://www.carrefourdequebec.com/cnw/?rkey=20221026C7644&filter=6943	Oct 26	
Web	https://www.tolerance.ca/en/newswire?rkey=20221026C8505&filter=21675	Oct 26	
Web	http://www.bulletinaylmer.com/National-New?rkey=20221026C8505&filter=10331	Oct 26	
Web	https://www.chrisd.ca/2022/10/26/manitoba-584-area-code/	Oct 26	
Web	https://www.msn.com/en-ca/news/canada/3rd-area-code-coming-to-manitoba-by-end-of-october/ar-AA13p2NV?ocid=sf	Oct 26	
Web	https://www.cbc.ca/lite/story/1.6629966	Oct 26	
Web	https://cartt.ca/manitobas-third-area-code-being-phased-in-this-week/	Oct 26	
Web	https://www.tmcnet.com/submit/-introduction-584-area-code-manitoba-/2022/10/26/9700137.htm	Oct 26	
Web	https://flipboard.com/topic/manitoba/new-584-area-code-introduced-in-manitoba/a-U8G9t1FDQfWGmRTd9zDwuw%3Aa%3A26820991-2aa8b9e36e%2Fmobilesyrup.com	Oct 26	
Web	https://www.reddit.com/r/Winnipeg/comments/ydzdgo/3rd_area_code_coming_to_manitoba_by_end_of_october/	Oct 26	
Web	https://ici.radio-canada.ca/nouvelle/1928020/numero-telephone-indicatif-204-winnipeg	Oct 26	
Web			

**PROGRESS REPORT
INDIVIDUAL CARRIERS**



Date	Tactics	Target
MARCH 2022	Information available on bell.ca and bce.ca	All Bell and BellIMTS 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



Date	Tactics	Target
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



Date	Tactics	Target
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



Date	Tactics	Target
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



Date	Tactics	Target
Feb 2022	Area code pages on brand websites to be updated,	All customers
SEPT/OCT 2022	Messages will be stated on invoices along with links to website area code pages.	All customers
Sept/Oct 2022	Social media posts; and additional invoice messages	All customers