

**Promoting the introduction of new area code 548 in  
southwestern Ontario**

**Final Report**

**June 2016**

## **Communications Progress Report**

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This Progress Report is submitted to the Relief Planning Committee (RPC) and CRTC staff for the 226/519 Overlay project.

This report outlines the public relations activities that the Telecommunications Alliance (TA) has undertaken to generate awareness for the introduction of new 548 area code in southwestern Ontario. As the chair of the CATF and Telecommunications Alliance, Bell supervised the execution of this plan.

Also included in this document are individual reports provided by carriers operating in the 226/519 area.

### **Communication Objectives**

- Generate awareness of the introduction of the 548 area code in the 226/519 area.
- Inform consumers and businesses
  - Make them aware that any new telephone numbers may be associated with the new 548 area code
  - Reassure them that there will be no changes in local dialling
  - Limit negative perceptions and reactions to the introduction of a third area code in the region.
- Provide the Telecommunications Alliance members with consistent, core communication materials to be used to generate awareness of this new area code.
- Provide open communication channels to address questions and concerns from residents and businesses regarding the implementation of the new overlay area code.
- Continue to lay the foundation for seamless addition of new area codes in the future.

### **Target Audiences**

- Consumers
- Businesses
- Media
- Government agencies (municipal, provincial, federal)

## **Execution**

### PHASE 1–September 2014- January 2015

- Telecom Alliance web site update: [www.newareacodes.ca](http://www.newareacodes.ca) [www.indicatifsregionaux.ca](http://www.indicatifsregionaux.ca)
- Key messages and questions and answers document
- Personalized letter to Government officials (federal, provincial)
- Media relations
  - Issue of news release via CNW
  - Targeted distribution to business publications, regional media and web portals
- Information letter (drive-to-web) for Municipalities, Business associations and other Key Stakeholders

#### June 2015- April 2016

- Telecom Alliance web site update: [www.newareacodes.ca](http://www.newareacodes.ca) [www.indicatifsregionaux.ca](http://www.indicatifsregionaux.ca)
- Media relations
  - Issue of news release via CNW
  - Targeted distribution to business publications, regional media and web portals
  - Media interviews
- Reminder letter (drive-to-web) to Key Stakeholders

#### April 2016- June 2016

- Media relations
  - Issue of news release via CNW
  - Media interviews
- Reminder letter (drive-to-web) to Key Stakeholders

### **Results**

The Telecommunications Alliance communications campaign was successful in terms of providing information and raising awareness about the introduction of the new area code 548.

- The media coverage was excellent with more than 250 articles and broadcasts throughout the campaign.
- All major dailies, community papers, TV and radio stations covered the story.
- No negative impacts

## Telecommunications Alliance Timeline of Communication activities

<b>Tactics</b>	<b>Date</b>	<b>Target market</b>
TA website update	September 2014	Media, consumer and business markets.
Key messages document	September 2014	Spokesperson
Personalized letter to Government officials	January 20, 2015	Governments (Federal & Provincial)
News release	January 20, 2015	Media <ul style="list-style-type: none"> <li>- All major dailies and community newspapers covered the news.</li> <li>- 11 interviews</li> <li>- Total reach 8,815,000</li> </ul>
Letter of information	January 20, 2015	Municipalities (104) Chambers of Commerce (52) Business Associations (10)
TA website update	July 2015	Media, consumer and business markets.
News release	October 29, 2015	Media <ul style="list-style-type: none"> <li>- All major dailies and community newspapers covered the news.</li> <li>- 6 interviews</li> <li>- Coverage: over 50 mentions</li> </ul>
Reminder note	October 29, 2015	Chambers of Commerce (52) Business Associations (10)
News release	May 31, 2016	Media <ul style="list-style-type: none"> <li>- All major dailies and community newspapers covered the news.</li> <li>- 13 interviews</li> <li>- Coverage: over 100 mentions</li> </ul>
Reminder note	May 31, 2016	Chambers of commerce

## MEDIA COVERAGE JANUARY 2015

Type of media	Title of Media	City/Region	Date of publication	Date of interview
Print	London Free Press	London		Jan 20
Print	Sarnia Observer	Sarnia		Jan 20
Print	Windsor Star	Windsor		
Print	Western U Student Paper	London		Jan 20
Print	Blackburn News	Windsor		Jan 20
Print	Record Newspaper	Kitchener		Jan 20
Print	Guelph Mercury	Guelph		Jan 20
Print	Fanshawe College	London		Jan 22
Radio	AM 980	London	Jan 20	
Radio	myFM radio	Kincardine	Jan 20	Jan 20
Radio	104,7	Oxford	Jan 20	
Radio	101,7	Wingham	Jan 20	
Radio	610	St. Catharines	Jan 20	
Radio	94,1			
Radio	CBC radio one (93,5 and 107,5)	London and Kitchener	Jan 22	Jan 22
Radio	Jewel 92 Fm Afternoon news	Brantford	Jan 22	Jan 22
Television	CTV news	Windsor	Jan 20	Jan 20
Television	CBC news	Windsor	Jan 20	
Web	<a href="http://www.newswire.ca/en/story/1474563/new-area-code-for-southwestern-ontario">http://www.newswire.ca/en/story/1474563/new-area-code-for-southwestern-ontario</a>		Jan 20	
Web	<a href="https://ca.finance.yahoo.com/news/area-code-southwestern-ontario-12000756.html">https://ca.finance.yahoo.com/news/area-code-southwestern-ontario-12000756.html</a>		Jan 20	
Web	<a href="http://financialreview.biz/news/new-area-code-for-southwestern-ontario">http://financialreview.biz/news/new-area-code-for-southwestern-ontario</a>		Jan 20	
Web	<a href="http://www.am980.ca/2015/01/20/london-getting-new-area-code-in-2016/">http://www.am980.ca/2015/01/20/london-getting-new-area-code-in-2016/</a>		Jan 20	
Web	<a href="http://www.areacodelocations.info/news/new-ontario-area-code-548/">http://www.areacodelocations.info/news/new-ontario-area-code-548/</a>		Jan 20	
Web	<a href="http://news.money.ca/2015/01/20/new-area-code-for-southwestern-ontario/">http://news.money.ca/2015/01/20/new-area-code-for-southwestern-ontario/</a>		Jan 20	
Web	<a href="http://article.wn.com/view/2015/01/20">article.wn.com/view/2015/01/20</a>		Jan 20	
Web	<a href="http://www.fm95.ca/cnw/index.html?doc=201501200700CANADANWCANADAPF_C8744&amp;dir=16">www.fm95.ca/cnw/index.html?doc=201501200700CANADANWCANADAPF_C8744&amp;dir=16</a>		Jan 20	
Web	<a href="http://www.lelezard.com/communique-5970992.html">http://www.lelezard.com/communique-5970992.html</a>		Jan 20	
Web	<a href="http://francopresse.ca/index.cfm?Repertoire_No=1151936421&amp;Voir=menu&amp;M=4187&amp;l=cafr&amp;cnw=1&amp;doc=201501200700CANADANWCANADAPF_C8744&amp;dir=16">http://francopresse.ca/index.cfm?Repertoire_No=1151936421&amp;Voir=menu&amp;M=4187&amp;l=cafr&amp;cnw=1&amp;doc=201501200700CANADANWCANADAPF_C8744&amp;dir=16</a>		Jan 20	
Web	<a href="http://northstarnews.com/news/prnewswire.php?doc=201501200700CANADANWCANADAPR_C8896&amp;dir=15">http://northstarnews.com/news/prnewswire.php?doc=201501200700CANADANWCANADAPR_C8896&amp;dir=15</a>		Jan 20	
Web	<a href="http://www.oldernotdead.com/lifestyle/index.asp?doc=201501200700CANADANWCANADAPR_C8896&amp;dir=15">http://www.oldernotdead.com/lifestyle/index.asp?doc=201501200700CANADANWCANADAPR_C8896&amp;dir=15</a>		Jan 20	
Web	<a href="http://www.liveatpc.com/prnewswireasia?doc=201501200700CANADANWCANADAPR_C8896&amp;dir=15">http://www.liveatpc.com/prnewswireasia?doc=201501200700CANADANWCANADAPR_C8896&amp;dir=15</a>		Jan 20	
Web	<a href="http://www.resourcesquarterly.com/prnewswire/?doc=201501200700CANADANWCANADAPR_C8896&amp;dir=15">http://www.resourcesquarterly.com/prnewswire/?doc=201501200700CANADANWCANADAPR_C8896&amp;dir=15</a>		Jan 20	
Web	<a href="http://www.rubinsmarketingandnetworking.com/news.html?doc=201501200700CANADANWCANADAPR_C8896&amp;dir=15">http://www.rubinsmarketingandnetworking.com/news.html?doc=201501200700CANADANWCANADAPR_C8896&amp;dir=15</a>		Jan 20	
Web	<a href="http://shawconnect.websol.barchart.com/?module=cnwNewsIndex&amp;storyID=5083042&amp;selected=news&amp;symbol=&amp;region=">http://shawconnect.websol.barchart.com/?module=cnwNewsIndex&amp;storyID=5083042&amp;selected=news&amp;symbol=&amp;region=</a>		Jan 20	

Web	<a href="http://technewsarm.com/prnewswire/?doc=201501200700CANADANWCANADAPR_C8896&amp;dir=15">http://technewsarm.com/prnewswire/?doc=201501200700CANADANWCANADAPR_C8896&amp;dir=15</a>		Jan 20	
Web	<a href="http://theseeker.ca/newsite/ontario-news/?doc=201501200700CANADANWCANADAPR_C8896&amp;dir=15">http://theseeker.ca/newsite/ontario-news/?doc=201501200700CANADANWCANADAPR_C8896&amp;dir=15</a>		Jan 20	
Web	<a href="http://www.torontotv.org/?page_id=514&amp;doc=201501200700CANADANWCANADAPR_C8896&amp;dir=15">http://www.torontotv.org/?page_id=514&amp;doc=201501200700CANADANWCANADAPR_C8896&amp;dir=15</a>		Jan 20	
Web	<a href="http://www.va3xpr.net/technology-news/?doc=201501200700CANADANWCANADAPR_C8896&amp;dir=15">http://www.va3xpr.net/technology-news/?doc=201501200700CANADANWCANADAPR_C8896&amp;dir=15</a>		Jan 20	
Web	<a href="http://varindia.com/prnewswire.html?doc=201501200700CANADANWCANADAPR_C8896&amp;dir=15">http://varindia.com/prnewswire.html?doc=201501200700CANADANWCANADAPR_C8896&amp;dir=15</a>		Jan 20	
Web	<a href="http://zeenews.india.com/biz/wire.html?doc=201501200700CANADANWCANADAPR_C8896&amp;dir=15">http://zeenews.india.com/biz/wire.html?doc=201501200700CANADANWCANADAPR_C8896&amp;dir=15</a>		Jan 20	
Web	<a href="http://investing.businessweek.com/research/markets/news/article.asp?docKey=600-201501200700CANADANWCANADAPR_C8896-1">http://investing.businessweek.com/research/markets/news/article.asp?docKey=600-201501200700CANADANWCANADAPR_C8896-1</a>		Jan 20	
Web	<a href="http://www.chathamthisweek.com/2015/01/20/new-area-code-planned-for-southwestern-ontario">http://www.chathamthisweek.com/2015/01/20/new-area-code-planned-for-southwestern-ontario</a>		Jan 20	
Web	<a href="http://www.cbc.ca/news/canada/windsor/new-548-area-code-coming-to-southern-ontario-1.2919493">http://www.cbc.ca/news/canada/windsor/new-548-area-code-coming-to-southern-ontario-1.2919493</a>		Jan 20	
Web	<a href="http://en.newhub.shafaqna.com/CA/198098-New-548-area-code-coming-to-southern-Ontario">http://en.newhub.shafaqna.com/CA/198098-New-548-area-code-coming-to-southern-Ontario</a>		Jan 20	
Web	<a href="http://www.topix.com/ca/ontario/2015/01/new-548-area-code-coming-to-southern-ontario">http://www.topix.com/ca/ontario/2015/01/new-548-area-code-coming-to-southern-ontario</a>		Jan 20	
Web	<a href="http://www.newslocker.com/en-ca/news/canada/new-548-area-code-coming-to-southern-ontario/">http://www.newslocker.com/en-ca/news/canada/new-548-area-code-coming-to-southern-ontario/</a>		Jan 20	
Web	<a href="http://news.saskatchewan.ca/2015/01/20/new-548-area-code-coming-to-southern-ontario/">http://news.saskatchewan.ca/2015/01/20/new-548-area-code-coming-to-southern-ontario/</a>		Jan 20	
Web	<a href="http://inagist.com/all/557566454019932160/">http://inagist.com/all/557566454019932160/</a>		Jan 20	
Web	<a href="http://www.wallaceburgcourierpress.com/">http://www.wallaceburgcourierpress.com/</a>		Jan 20	
Web	<a href="http://newsontario.ca/2015/01/20/new-548-area-code-coming-to-southern-ontario/">http://newsontario.ca/2015/01/20/new-548-area-code-coming-to-southern-ontario/</a>		Jan 20	
Web	<a href="http://windsor.ctvnews.ca/new-548-area-code-announced-for-windsor-and-southwestern-ontario-1.2197179#">http://windsor.ctvnews.ca/new-548-area-code-announced-for-windsor-and-southwestern-ontario-1.2197179#</a>		Jan 20	
Web	<a href="http://london.ctvnews.ca/new-548-area-code-announced-for-southwestern-ontario-including-london-1.2197214">http://london.ctvnews.ca/new-548-area-code-announced-for-southwestern-ontario-including-london-1.2197214</a>		Jan 20	
Web	<a href="http://www.londoncommunitynews.com/news-story/5266399-new-area-code-being-added-for-southwestern-ontario/">http://www.londoncommunitynews.com/news-story/5266399-new-area-code-being-added-for-southwestern-ontario/</a>		Jan 20	
Web	<a href="http://www.scoopnest.com/user/CBCCanada/557566454019932160">http://www.scoopnest.com/user/CBCCanada/557566454019932160</a>		Jan 20	
Web	<a href="http://www.ourwindsor.ca/news-story/5266399-new-area-code-being-added-for-southwestern-ontario/">http://www.ourwindsor.ca/news-story/5266399-new-area-code-being-added-for-southwestern-ontario/</a>		Jan 20	
Web	<a href="http://www.onenewspage.com/n/Americas/754uwcg3t/New-548-area-code-coming-to-southern-Ontario.htm">http://www.onenewspage.com/n/Americas/754uwcg3t/New-548-area-code-coming-to-southern-Ontario.htm</a>		Jan 20	
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Web	<a href="http://www.breakingnews.ca/2015/01/20/my-menu/windsor/new-548-area-code-coming-to-southern-ontario/">http://www.breakingnews.ca/2015/01/20/my-menu/windsor/new-548-area-code-coming-to-southern-ontario/</a>		Jan 20	
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Web	<a href="http://windsorite.ca/2015/01/get-ready-for-a-new-area-code/">http://windsorite.ca/2015/01/get-ready-for-a-new-area-code/</a>		Jan 20	
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Web	<a href="http://www.stratfordbeaconherald.com/news">http://www.stratfordbeaconherald.com/news</a>		Jan 20	
Web	<a href="http://www.1047.ca/news/local-news/548-area-code/">http://www.1047.ca/news/local-news/548-area-code/</a>		Jan 20	
Web	<a href="http://1017theone.ca/">http://1017theone.ca/</a>		Jan 20	
Web	<a href="http://dailyme.com/story/2015012000002481">http://dailyme.com/story/2015012000002481</a>		Jan 20	
Web	<a href="http://www.qpbriefing.com/2015/01/20/happening-southwestern-ontario-to">http://www.qpbriefing.com/2015/01/20/happening-southwestern-ontario-to</a>		Jan 20	

	<a href="#">get-third-area-code-548/</a>			
Web	<a href="http://toronto.ctvnews.ca/new-548-area-code-coming-to-southwestern-ontario-1.2197669#">http://toronto.ctvnews.ca/new-548-area-code-coming-to-southwestern-ontario-1.2197669#</a>		Jan 20	
Web	<a href="http://www.610cktb.com/OntarioCP/Article.aspx?id=450908">http://www.610cktb.com/OntarioCP/Article.aspx?id=450908</a>		Jan 20	
Web	<a href="http://www.niagarathisweek.com/news-story/5266887-southwestern-ontario-getting-new-area-code/">http://www.niagarathisweek.com/news-story/5266887-southwestern-ontario-getting-new-area-code/</a>		Jan 20	
Web	<a href="http://www.thespec.com/news-story/5266936-southwestern-ontario-gets-new-area-code-548-joins-519-and-226/">http://www.thespec.com/news-story/5266936-southwestern-ontario-gets-new-area-code-548-joins-519-and-226/</a>		Jan 20	
Web	<a href="http://blackburnnews.com/bri-ontario/2015/01/20/southwestern-ontario-getting-new-area-code/">http://blackburnnews.com/bri-ontario/2015/01/20/southwestern-ontario-getting-new-area-code/</a>		Jan 20	
Web	<a href="https://cartt.ca/article/new-548-area-code-scheduled-arrive-southwestern-ontario-next-year">https://cartt.ca/article/new-548-area-code-scheduled-arrive-southwestern-ontario-next-year</a>		Jan 20	
Web	<a href="http://www.therecord.com/news-story/5267100-new-548-area-code-planned-for-region/">http://www.therecord.com/news-story/5267100-new-548-area-code-planned-for-region/</a>		Jan 20	
Web	<a href="https://www.facebook.com/hamiltonspectator/posts/10152961551247247">https://www.facebook.com/hamiltonspectator/posts/10152961551247247</a>		Jan 20	
Web	<a href="http://www.simcoe.com/news-story/5266887-southwestern-ontario-getting-new-area-code/">http://www.simcoe.com/news-story/5266887-southwestern-ontario-getting-new-area-code/</a>		Jan 20	
Web	<a href="http://windsor.ctvnews.ca/new-548-area-code-coming-to-windsor-and-southwestern-ontario-1.2197179">http://windsor.ctvnews.ca/new-548-area-code-coming-to-windsor-and-southwestern-ontario-1.2197179</a>		Jan 20	
Web	<a href="http://www.londoncommunitynews.com/news-story/5266399-new-area-code-being-added-for-southwestern-ontario/">http://www.londoncommunitynews.com/news-story/5266399-new-area-code-being-added-for-southwestern-ontario/</a>		Jan 20	
Web	<a href="http://www.simcoereformer.ca/2015/01/20/new-area-code-being-introduced-for-southwestern-ontario">http://www.simcoereformer.ca/2015/01/20/new-area-code-being-introduced-for-southwestern-ontario</a>		Jan 20	
Web	<a href="http://globalnews.ca/news/1783319/southwestern-ontario-getting-new-548-area-code/">http://globalnews.ca/news/1783319/southwestern-ontario-getting-new-548-area-code/</a>		Jan 20	
Web	<a href="http://www.tillsonburgnews.com/2015/01/20/new-area-code-being-introduced-for-southwestern-ontario">http://www.tillsonburgnews.com/2015/01/20/new-area-code-being-introduced-for-southwestern-ontario</a>		Jan 20	
Web	<a href="http://classicrock945.ca/">http://classicrock945.ca/</a>		Jan 20	
Web	<a href="http://www.lfpress.com/news">http://www.lfpress.com/news</a>		Jan 20	
Web	<a href="http://www.msn.com/en-ca/news/other/new-548-area-code-coming-to-southern-ontario/ar-AA8opSA">http://www.msn.com/en-ca/news/other/new-548-area-code-coming-to-southern-ontario/ar-AA8opSA</a>		Jan 20	
Web	<a href="http://mobilesyrup.com/2013/10/30/new-548-area-code-coming-to-southwestern-ontario-on-june-4th-2015/">http://mobilesyrup.com/2013/10/30/new-548-area-code-coming-to-southwestern-ontario-on-june-4th-2015/</a>		Jan 20	
Web	<a href="http://toronto.cityandpress.com/node/9001497">http://toronto.cityandpress.com/node/9001497</a>		Jan 20	
Web	<a href="http://www.shorelinetoday.ca/">http://www.shorelinetoday.ca/</a>		Jan 20	
Web	<a href="http://www.stthomastoday.ca/">http://www.stthomastoday.ca/</a>		Jan 20	
Web	<a href="https://www.facebook.com/CBCKW891/posts/418208441676550">https://www.facebook.com/CBCKW891/posts/418208441676550</a>		Jan 20	
Web	<a href="http://cknx.ca/">http://cknx.ca/</a>		Jan 20	
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Web	<a href="http://www.country104.com/">http://www.country104.com/</a>		Jan 20	
Web	<a href="http://norfolktoday.ca/">http://norfolktoday.ca/</a>		Jan 20	
Web	<a href="http://www.parisstaronline.com/">http://www.parisstaronline.com/</a>		Jan 20	
Web	<a href="http://www.petroliatopic.com/">http://www.petroliatopic.com/</a>		Jan 20	
Web	<a href="http://www.delhinewsrecord.com/">http://www.delhinewsrecord.com/</a>		Jan 20	
Web	<a href="http://www.sarniathisweek.com/">http://www.sarniathisweek.com/</a>		Jan 20	
Web	<a href="http://brucebeach.ca/syndicated/blackburn-news/new-548-area-code-southwestern-ontario">http://brucebeach.ca/syndicated/blackburn-news/new-548-area-code-southwestern-ontario</a>		Jan 20	
Web	<a href="http://newsbritishcolumbia.ca/2015/01/20/new-548-area-code-coming-to-southern-ontario/">http://newsbritishcolumbia.ca/2015/01/20/new-548-area-code-coming-to-southern-ontario/</a>		Jan 20	
Web	<a href="http://news24.org.uk/news/new-area-code-coming-soon">http://news24.org.uk/news/new-area-code-coming-soon</a>		Jan 20	
Web	<a href="http://www.am800cklw.com/News/Headlines">http://www.am800cklw.com/News/Headlines</a>		Jan 20	
Web	<a href="http://www.brantfordexpositor.ca/">http://www.brantfordexpositor.ca/</a>		Jan 20	
Web	<a href="http://www.theobserver.ca/">http://www.theobserver.ca/</a>		Jan 20	
Web	<a href="http://www.cambridgetimes.ca/search/news/?q=new%20area%20code&amp;location=cambridge-on&amp;sort=datedesc">http://www.cambridgetimes.ca/search/news/?q=new%20area%20code&amp;location=cambridge-on&amp;sort=datedesc</a>		Jan 20	
Web	<a href="http://www.orangeville.com/search/news/?q=new%20area%20code&amp;location=orangeville-on&amp;sort=datedesc">http://www.orangeville.com/search/news/?q=new%20area%20code&amp;location=orangeville-on&amp;sort=datedesc</a>		Jan 20	
Web	<a href="http://www.thelondoner.ca/2015/01/21/new-area-code-enters-region-next-year">http://www.thelondoner.ca/2015/01/21/new-area-code-enters-region-next-year</a>		Jan 21	

Web	<a href="http://www.exetertoday.ca/">http://www.exetertoday.ca/</a>		Jan 21	
Web	<a href="http://www.strathroytoday.ca/">http://www.strathroytoday.ca/</a>		Jan 21	
Web	<a href="http://www.stthomastoday.ca/">http://www.stthomastoday.ca/</a>		Jan 21	
Web	<a href="http://www.kelownadailycourier.ca/news/national_news/article_35415d3e-dfe7-5bef-be73-fd13ff6f3950.html">http://www.kelownadailycourier.ca/news/national_news/article_35415d3e-dfe7-5bef-be73-fd13ff6f3950.html</a>		Jan 21	
Web	<a href="http://www.theweeklynews.ca/news-story/5266887-southwestern-ontario-getting-new-area-code/">http://www.theweeklynews.ca/news-story/5266887-southwestern-ontario-getting-new-area-code/</a>		Jan 21	
Web	<a href="http://www.guelphmercury.com/news-story/5267165-new-548-area-code-planned-for-region/">http://www.guelphmercury.com/news-story/5267165-new-548-area-code-planned-for-region/</a>		Jan 21	
Web	<a href="https://twitter.com/ctvtoronto/status/557639976436121601">https://twitter.com/ctvtoronto/status/557639976436121601</a>		Jan 21	
Web	<a href="http://www.cjbk.com/local-news/2015/01/21/new-area-code-coming">http://www.cjbk.com/local-news/2015/01/21/new-area-code-coming</a>		Jan 21	
Web	<a href="http://newsmanitoba.ca/2015/01/20/new-548-area-code-coming-to-southern-ontario/">http://newsmanitoba.ca/2015/01/20/new-548-area-code-coming-to-southern-ontario/</a>		Jan 21	
Web	<a href="http://www.thegrand929.com/index.cfm?page=news">http://www.thegrand929.com/index.cfm?page=news</a>		Jan 21	

## MEDIA COVERAGE OCTOBER 2015

Type of media	Title of Media	City/Region	Date of publication	Date of interview
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Print	The Observer	Sarnia	Oct 30	Oct 29
Print	London Free Press	London		Oct 29
Print	Owen Sound Sun Times	Owen Sound		Oct 30
Print	Chatham Daily News	Chatham	Oct 30	

Radio	Am 800	Windsor	Oct 29	Oct 29
Radio	Mix 96,7	Windsor	Oct 29	
Radio	92,3 The Dock	Owen Sound	Oct 29	Oct 29
Radio	106 FM	Lambton	Oct 29	
Radio	104,7 FM	Woodstock	Oct 29	
Radio	640 Am	Richmond Hill	Oct 29	
Radio	104,9	London	Oct 30	Oct 30
Radio	98,9 MyFM		Oct 30	

Television	CTV	Windsor	Oct 29	
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Web	<a href="https://ca.finance.yahoo.com/news/area-code-southwestern-ontario-110000621.html">https://ca.finance.yahoo.com/news/area-code-southwestern-ontario-110000621.html</a>		Oct 29	
Web	<a href="http://news.morningstar.com/all/canada-news-wire/20151029C6755/new-area-code-for-southwestern-ontario.aspx">http://news.morningstar.com/all/canada-news-wire/20151029C6755/new-area-code-for-southwestern-ontario.aspx</a>		Oct 29	
Web	<a href="http://windsorite.ca/2015/10/are-you-ready-for-windsors-new-area-code/">http://windsorite.ca/2015/10/are-you-ready-for-windsors-new-area-code/</a>	Windsor	Oct 29	
Web	<a href="http://myinforms.com/en-ca/a/18323749-548-area-code-joining-519-and-226/">http://myinforms.com/en-ca/a/18323749-548-area-code-joining-519-and-226/</a>		Oct 29	
Web	<a href="http://www.am800cklw.com/News/Headlines/New-area-code-coming-to-Windsor-Essex">http://www.am800cklw.com/News/Headlines/New-area-code-coming-to-Windsor-Essex</a>		Oct 29	
Web	<a href="http://blackburnnews.com/chatham/chatham-news/2015/10/29/548-area-code-joins-519-and-226/">http://blackburnnews.com/chatham/chatham-news/2015/10/29/548-area-code-joins-519-and-226/</a>		Oct 29	
Web	<a href="http://www.lfpress.com/2015/10/29/southwestern-ontario-introducing-new-548-area-code">http://www.lfpress.com/2015/10/29/southwestern-ontario-introducing-new-548-area-code</a>		Oct 29	
Web	<a href="http://www.woodstocksentinelreview.com/">http://www.woodstocksentinelreview.com/</a>		Oct 29	
Web	<a href="http://www.chathamdailynews.ca/news">http://www.chathamdailynews.ca/news</a>		Oct 29	
Web	<a href="http://www.tillsonburgnews.com/">http://www.tillsonburgnews.com/</a>		Oct 29	
Web	<a href="http://www.brantfordexpositor.ca/news">http://www.brantfordexpositor.ca/news</a>		Oct 29	
Web	<a href="http://www.goderichsignalstar.com/">http://www.goderichsignalstar.com/</a>		Oct 29	
Web	<a href="http://www.stthomastimesjournal.com/news">http://www.stthomastimesjournal.com/news</a>		Oct 29	
Web	<a href="http://interceder.net/latest_news/Windsor">http://interceder.net/latest_news/Windsor</a>		Oct 29	
Web	<a href="http://k106fm.com/">http://k106fm.com/</a>		Oct 29	

Web	<a href="http://www.norwichgazette.com/">http://www.norwichgazette.com/</a>		Oct 29	
Web	<a href="http://www.theobserver.ca/news/local">http://www.theobserver.ca/news/local</a>		Oct 29	
Web	<a href="http://www.thepost.on.ca/2015/10/29/southwestern-ontario-introducing-new-548-area-code-2">http://www.thepost.on.ca/2015/10/29/southwestern-ontario-introducing-new-548-area-code-2</a>		Oct 29	
Web	<a href="https://cartt.ca/.../new-548-area-code-debuts-next-june-southwestern-ontario">https://cartt.ca/.../new-548-area-code-debuts-next-june-southwestern-ontario</a>		Oct 29	
Web	<a href="http://www.simcoereformer.ca/">http://www.simcoereformer.ca/</a>		Oct 29	
Web	<a href="http://www.guelphmercury.com/guelph-on-news/">http://www.guelphmercury.com/guelph-on-news/</a>		Oct 29	
Web	<a href="http://www.wallaceburgcourierpress.com/2015/10/29/southwestern-ontario-introducing-new-548-area-code-2">http://www.wallaceburgcourierpress.com/2015/10/29/southwestern-ontario-introducing-new-548-area-code-2</a>		Oct 29	
Web	<a href="http://www.pressreader.com/canada/the-chatham-daily-news/20151030/281814282730130/TextView">http://www.pressreader.com/canada/the-chatham-daily-news/20151030/281814282730130/TextView</a>		Oct 29	
Web	<a href="http://www.therecord.com/news-story/6063159-548-area-code-coming-to-waterloo-region-joining-519-and-226-in-southern-ontario/">http://www.therecord.com/news-story/6063159-548-area-code-coming-to-waterloo-region-joining-519-and-226-in-southern-ontario/</a>		Oct 29	
Web	<a href="http://923thedock.com/548-area-code-coming-to-owen-sound/">http://923thedock.com/548-area-code-coming-to-owen-sound/</a>		Oct 29	
Web	<a href="http://www.municipalinfonet.com/detail_news.php?ID=550734&amp;cat=;66">http://www.municipalinfonet.com/detail_news.php?ID=550734&amp;cat=;66</a>		Oct 29	
Web	<a href="http://www.1047.ca/news/local-news/representing-the-548/">http://www.1047.ca/news/local-news/representing-the-548/</a>		Oct 29	
Web	<a href="http://www.stratfordbeaconherald.com/news/local/archives">http://www.stratfordbeaconherald.com/news/local/archives</a>		Oct 29	
Web	<a href="http://www.delhinewsrecord.com/2015/10/29/southwestern-ontario-introducing-new-548-area-code-2">http://www.delhinewsrecord.com/2015/10/29/southwestern-ontario-introducing-new-548-area-code-2</a>		Oct 29	
Web	<a href="http://www.owensoundsuntimes.com/2015/10/30/548-area-code-coming-to-region">http://www.owensoundsuntimes.com/2015/10/30/548-area-code-coming-to-region</a>		Oct 30	
Web	<a href="http://london.ctvnews.ca/new-548-area-code-coming-for-southwestern-ontario-1.2635664">http://london.ctvnews.ca/new-548-area-code-coming-for-southwestern-ontario-1.2635664</a>		Oct 30	
Web	<a href="https://www.facebook.com/permalink.php?story_fbid=563981447082922&amp;id=171942679620136">https://www.facebook.com/permalink.php?story_fbid=563981447082922&amp;id=171942679620136</a>		Oct 30	
Web	<a href="https://www.facebook.com/themorningdrive/posts/10153723819977390">https://www.facebook.com/themorningdrive/posts/10153723819977390</a>		Oct 30	
Web	<a href="http://www.newsunited.com/new-548-area-code...for-news/19450481/">www.newsunited.com/new-548-area-code...for-news/19450481/</a>			
Tweeter	London Free Press - <a href="https://twitter.com/LFPpress/status/659772483583795200">https://twitter.com/LFPpress/status/659772483583795200</a>		Oct 29	
Tweeter	London Free Press - <a href="https://twitter.com/KateatLFP/status/659772266931032064">https://twitter.com/KateatLFP/status/659772266931032064</a>		Oct 29	
Tweeter	Chatham This Week - <a href="https://twitter.com/ctw_news/status/659795808091533312">https://twitter.com/ctw_news/status/659795808091533312</a>		Oct 29	
Tweeter	104.7 Heart FM - <a href="https://twitter.com/1047HeartFM/status/659795642924056578">https://twitter.com/1047HeartFM/status/659795642924056578</a>		Oct 29	
Tweeter	The Simcoe Reformer - <a href="https://twitter.com/Simcoe_Reformer/status/659779792061992960">https://twitter.com/Simcoe_Reformer/status/659779792061992960</a>		Oct 29	
Tweeter	AM 640 - <a href="https://twitter.com/am640/status/659697100310081536">https://twitter.com/am640/status/659697100310081536</a>		Oct 29	
Tweeter	CTV Morning Live Ottawa - <a href="https://twitter.com/PringleJosh/status/659703588965470209">https://twitter.com/PringleJosh/status/659703588965470209</a>		Oct 29	
Tweeter	AM 800 Radio Windsor - <a href="https://twitter.com/tmedeiros800/status/659719076747583488">https://twitter.com/tmedeiros800/status/659719076747583488</a>		Oct 29	
Tweeter	BlackBurnNews Sarnia - <a href="https://twitter.com/BlackburnSarnia/status/659783507829522432">https://twitter.com/BlackburnSarnia/status/659783507829522432</a>		Oct 29	
Tweeter	Radio-Canada Windsor - <a href="https://twitter.com/RebeccaSalomon/status/659719330859524096">https://twitter.com/RebeccaSalomon/status/659719330859524096</a>		Oct 29	

## MEDIA COVERAGE MAY-JUNE 2016

Type of media	Title of Media	City/Region	Date of publication	Date of interview
Print E-Edition	London Free Press	London	May 31	May 31
Print E	Cambridge Times	Cambridge	May 31	
Print E	London Post	London	May 31	
Print E	Windsor Star	Windsor	May 31	
Print E	Brantford Expositor	Brantford	May 31	
Print E	Waterloo Free Press	Waterloo	May 31	
Print E	Blackburn News	London	May 31	

Print E	St-Thomas Times Journal	St Thomas	May 31	
Print E	Chatham Daily News	Chatham-Kent	May 31	
Print E	National Post	Toronto	May 31	
Print E	Ottawa Citizen	Ottawa	May 31	
Print E	Sarnia Observer	Sarnia	May 31	
Print E	Simcoe Reformer	Simcoe	May 31	
Print E	Woodstock Sentinel	Woodstock	May 31	
Print E	Norwich Gazette	Norwich	May 31	
Print E	Tillsonburg News	Oxford	June 1	
Print E	Guelph Mercury	Guelph	June 1	
Print E	My Stratford Now	Stratford	June 1	
Print E	Delhi News record	Delhi	June 1	
Print E	Postmedia	Toronto		June 2

Radio	105,7 MyFM radio	Strathroy	May 31	May 31
Radio	CKPC AM 1380 / JEWEL 92 FM	Brantford	May 31	May 31
Radio	AM 800	Windsor	May 31	May 31
Radio	Blackburn News Radio	London	May 31	May 31
Radio	Blackburn News Radio	Sarnia	May 31	May 31
Radio	News Talk radio	London	May 31	May 31
Radio	CFOS Oldies AM	Owen Sound	May 31	May 31
Radio	CJBK	London	May 31	May 31
Radio	Radio Canada Français	Toronto	June 1	June 1
Radio	Radio Canada Français	Windsor	June 1	June 1
Radio	Detroit radio station	Windsor	June 1	June 1

Television	CTV news		May 31	
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Web	<a href="https://ceo.ca/@newswire/new-area-code-548-for-southwestern-ontario">https://ceo.ca/@newswire/new-area-code-548-for-southwestern-ontario</a>		May 31	
Web	<a href="http://www.cbc.ca/news/canada/windsor/548-new-area-code-in-southwestern-ontario-joining-519-226-1.3608716">http://www.cbc.ca/news/canada/windsor/548-new-area-code-in-southwestern-ontario-joining-519-226-1.3608716</a>		May 31	
Web	<a href="http://www.cambridgetimes.ca/news-story/6699220-welcome-to-the-548-new-area-code-introduced/">http://www.cambridgetimes.ca/news-story/6699220-welcome-to-the-548-new-area-code-introduced/</a>		May 31	
Web	<a href="http://www.newswire.ca/fr/news-releases/nouvel-indicatif-regional-548-pour-la-region-sud-ouest-de-lontario-581362841.html">http://www.newswire.ca/fr/news-releases/nouvel-indicatif-regional-548-pour-la-region-sud-ouest-de-lontario-581362841.html</a>		May 31	
Web	<a href="http://www.scoopnest.com/user/CBCWindsor/737635408968699909">http://www.scoopnest.com/user/CBCWindsor/737635408968699909</a>		May 31	
Web	<a href="http://london.ctvnews.ca/london-getting-new-548-area-code-this-week-1.2924477#">http://london.ctvnews.ca/london-getting-new-548-area-code-this-week-1.2924477#</a>		May 31	
Web	<a href="http://windsor.ctvnews.ca/windsor-getting-new-548-area-code-this-week-1.2924457">http://windsor.ctvnews.ca/windsor-getting-new-548-area-code-this-week-1.2924457</a>		May 31	
Web	<a href="http://www.cbc.ca/news/canada">http://www.cbc.ca/news/canada</a>		May 31	
Web	<a href="http://www.lfpress.com/news">http://www.lfpress.com/news</a>		May 31	
Web	<a href="http://www.lelezard.com/communiqu-10381572.html">http://www.lelezard.com/communiqu-10381572.html</a>		May 31	
Web	<a href="http://www.inews880.com/syn/104/93329/93329">http://www.inews880.com/syn/104/93329/93329</a>		May 31	
Web	<a href="https://www.facebook.com/CTVLondon/posts/1148178175245576">https://www.facebook.com/CTVLondon/posts/1148178175245576</a>		May 31	
Web	<a href="http://www.am980.ca/2016/05/31/93329/">http://www.am980.ca/2016/05/31/93329/</a>		May 31	
Web	<a href="http://www.latestcanada.com/article/4854781509/southwestern-ontario-coming?source=14">http://www.latestcanada.com/article/4854781509/southwestern-ontario-coming?source=14</a>		May 31	
Web	<a href="http://a1.am/en/ca/2016/05/31/new-area-code-is-coming-to-southwestern-ontario">http://a1.am/en/ca/2016/05/31/new-area-code-is-coming-to-southwestern-ontario</a>		May 31	
Web	<a href="http://dispute.press/news/1198075">http://dispute.press/news/1198075</a>		May 31	
Web	<a href="http://ici.radio-canada.ca/regions/ontario/2016/05/31/006-nouvel-indicatif-regional-548-sud-ouest-ontario.shtml">http://ici.radio-canada.ca/regions/ontario/2016/05/31/006-nouvel-indicatif-regional-548-sud-ouest-ontario.shtml</a>		May 31	
Web	<a href="http://www.latestcanada.com/article/4854781509/southwestern-ontario-coming?h=12">http://www.latestcanada.com/article/4854781509/southwestern-ontario-coming?h=12</a>		May 31	
Web	<a href="http://windsorstar.com/news/local-news/new-area-code-is-coming-to-southwestern-ontario">http://windsorstar.com/news/local-news/new-area-code-is-coming-to-southwestern-ontario</a>		May 31	
Web	<a href="http://www.am800cklw.com/News/Headlines/A-New-Area-Code-For-Windsor">http://www.am800cklw.com/News/Headlines/A-New-Area-Code-For-Windsor</a>		May 31	
Web	<a href="http://www.brantfordexpositor.ca/news">http://www.brantfordexpositor.ca/news</a>		May 31	

Web	<a href="http://myinforms.com/en/a/35031199-welcome-to-the-548-new-area-code-comes-to-southwestern-ontario/">http://myinforms.com/en/a/35031199-welcome-to-the-548-new-area-code-comes-to-southwestern-ontario/</a>		May 31	
Web	<a href="http://uk.hir-portal.hu/news/new-area-code-ready-to-go-for-midwestern-ontario">http://uk.hir-portal.hu/news/new-area-code-ready-to-go-for-midwestern-ontario</a>		May 31	
Web	<a href="http://www.cambridgetimes.ca/cambridge-on/">http://www.cambridgetimes.ca/cambridge-on/</a>		May 31	
Web	<a href="http://mobilesyrup.com/2016/05/31/new-548-area-code-going-live-june-4th-in-southwestern-ontario/">http://mobilesyrup.com/2016/05/31/new-548-area-code-going-live-june-4th-in-southwestern-ontario/</a>		May 31	
Web	<a href="http://www.waterloofreepress.com/content/welcome-548-new-area-code-comes-southwestern-ontario">http://www.waterloofreepress.com/content/welcome-548-new-area-code-comes-southwestern-ontario</a>		May 31	
Web	<a href="http://phonefreaks.ca/NewsByTitle.aspx?title=New+548+area+code+going+live+June+4th+in+southwestern+Ontario&amp;cat=1">http://phonefreaks.ca/NewsByTitle.aspx?title=New+548+area+code+going+live+June+4th+in+southwestern+Ontario&amp;cat=1</a>		May 31	
Web	<a href="http://solonews.net/403588/news/548-is-new-area-code-in-southwestern-ontario-joining-519-226.html">http://solonews.net/403588/news/548-is-new-area-code-in-southwestern-ontario-joining-519-226.html</a>		May 31	
Web	<a href="http://bilbaoya.com/2016/05/31/new-548-area-code-going-live-june-4th-in-southwestern.html">http://bilbaoya.com/2016/05/31/new-548-area-code-going-live-june-4th-in-southwestern.html</a>		May 31	
Web	<a href="http://www.mystratfordnow.com/cjcs/">http://www.mystratfordnow.com/cjcs/</a>		May 31	
Web	<a href="https://blackburnnews.com/london/london-news/2016/05/31/new-548-area-code-southwestern-ontario/">https://blackburnnews.com/london/london-news/2016/05/31/new-548-area-code-southwestern-ontario/</a>		May 31	
Web	<a href="https://news.google.ca/news/more?ncl=dIHtp48QKhLgJrMYhOSvb_q1kKZhM&amp;authuser=0&amp;ned=ca&amp;topic=n">https://news.google.ca/news/more?ncl=dIHtp48QKhLgJrMYhOSvb_q1kKZhM&amp;authuser=0&amp;ned=ca&amp;topic=n</a>		May 31	
Web	<a href="http://www.bayview-news.com/2016/05/548-additional-area-code-in-the-519-area-this-weekend.html/">http://www.bayview-news.com/2016/05/548-additional-area-code-in-the-519-area-this-weekend.html/</a>		May 31	
Web	<a href="http://www.560cfos.ca/news_item.php?NewsID=84992">http://www.560cfos.ca/news_item.php?NewsID=84992</a>		June 1	
Web	<a href="http://www.640toronto.com/syn/104/93329/93329">http://www.640toronto.com/syn/104/93329/93329</a>		May 31	
Web	<a href="https://www.facebook.com/stthomastimesjournal/posts/1572873433005454">https://www.facebook.com/stthomastimesjournal/posts/1572873433005454</a>		May 31	
Web	<a href="http://jewel92.com/new-area-code-for-southwestern-ontario/">http://jewel92.com/new-area-code-for-southwestern-ontario/</a>		May 31	
Web	<a href="http://abruzzo.tv/news/2016/05/31/548-is-new-area-code-in-southwestern-ontario-joining-519-226/">http://abruzzo.tv/news/2016/05/31/548-is-new-area-code-in-southwestern-ontario-joining-519-226/</a>		May 31	
Web	<a href="http://gadget4life.net/news/gadget-events/13106_new-548-area-code-going-live-june-4th-in-southwest.html">http://gadget4life.net/news/gadget-events/13106_new-548-area-code-going-live-june-4th-in-southwest.html</a>		May 31	
Web	<a href="http://nvs24.com/news/london/London-getting-new-548-area-code-this-week-6148682.html">http://nvs24.com/news/london/London-getting-new-548-area-code-this-week-6148682.html</a>		May 31	
Web	<a href="http://almontealdia.com/2016/05/31/london-getting-new-548-area-code-this-week/">http://almontealdia.com/2016/05/31/london-getting-new-548-area-code-this-week/</a>		May 31	
Web	<a href="http://solonews.net/403588/news/548-is-new-area-code-in-southwestern-ontario-joining-519-226.html">http://solonews.net/403588/news/548-is-new-area-code-in-southwestern-ontario-joining-519-226.html</a>		May 31	
Web	<a href="http://www.country1073.ca/news/latest/42055-new-area-codes-in-southwestern-ontario.html">http://www.country1073.ca/news/latest/42055-new-area-codes-in-southwestern-ontario.html</a>		May 31	
Web	<a href="http://www.newsunited.com/548-is-new-area-code-in-news/29823289/">http://www.newsunited.com/548-is-new-area-code-in-news/29823289/</a>		May 31	
Web	<a href="http://la-kabylie.com/2016/05/31/new-area-code-548-for-southwestern-ontario/">http://la-kabylie.com/2016/05/31/new-area-code-548-for-southwestern-ontario/</a>		May 31	
Web	<a href="http://dailygeeky.com/2016/05/31/new-548-area-code-going-live-june-4th-in-southwestern-ontario/">http://dailygeeky.com/2016/05/31/new-548-area-code-going-live-june-4th-in-southwestern-ontario/</a>		May 31	
Web	<a href="http://www.siift.com/canada/548-is-new-area-code-in-southwestern-ontario-joining-519">http://www.siift.com/canada/548-is-new-area-code-in-southwestern-ontario-joining-519</a>		May 31	
Web	<a href="http://www.pressreader.com/canada/the-chatham-daily-news/20160601/281638189459623">http://www.pressreader.com/canada/the-chatham-daily-news/20160601/281638189459623</a>		May 31	
Web	<a href="http://www.nationalpost.com/prnewswire/index.html?rkey=20160531C7181&amp;filter=3072">http://www.nationalpost.com/prnewswire/index.html?rkey=20160531C7181&amp;filter=3072</a>		May 31	
Web	<a href="https://ca.finance.yahoo.com/news/area-code-548-southwestern-ontario-120000601.html">https://ca.finance.yahoo.com/news/area-code-548-southwestern-ontario-120000601.html</a>		May 31	
Web	<a href="http://www.cbj.ca/municipal-news/?rkey=20160531C7181&amp;filter=4784">http://www.cbj.ca/municipal-news/?rkey=20160531C7181&amp;filter=4784</a>		May 31	
Web	<a href="http://www.ottawacitizen.com/business/cnw/release.html?rkey=20160531C7181&amp;filter=5609">http://www.ottawacitizen.com/business/cnw/release.html?rkey=20160531C7181&amp;filter=5609</a>		May 31	
Web	<a href="http://www.windsorstar.com/business/cnw/release.html?rkey=20160531C7181&amp;filter=5613&amp;_lsa=e448-db12">http://www.windsorstar.com/business/cnw/release.html?rkey=20160531C7181&amp;filter=5613&amp;_lsa=e448-db12</a>		May 31	
Web	<a href="http://www.cbc.ca/news/canada/windsor/548-is-new-area-code-in-southwestern-ontario-joining-519-226-1.3608716">http://www.cbc.ca/news/canada/windsor/548-is-new-area-code-in-southwestern-ontario-joining-519-226-1.3608716</a>		May 31	
Web	<a href="http://www.simcoereformer.ca/2016/05/31/new-area-code-in-southwestern-ontario-will-start-rolling-out-saturday">http://www.simcoereformer.ca/2016/05/31/new-area-code-in-southwestern-ontario-will-start-rolling-out-saturday</a>		May 31	

Web	<a href="http://www.woodstocksentinelreview.com/2016/05/31/new-area-code-in-southwestern-ontario-will-start-rolling-out-saturday">http://www.woodstocksentinelreview.com/2016/05/31/new-area-code-in-southwestern-ontario-will-start-rolling-out-saturday</a>		May 31	
Web	<a href="http://www.norwichgazette.com/2016/05/31/new-area-code-in-southwestern-ontario-will-start-rolling-out-saturday">http://www.norwichgazette.com/2016/05/31/new-area-code-in-southwestern-ontario-will-start-rolling-out-saturday</a>		May 31	
Web	<a href="http://www.tillsonburgnews.com/2016/05/31/new-area-code-in-southwestern-ontario-will-start-rolling-out-saturday">http://www.tillsonburgnews.com/2016/05/31/new-area-code-in-southwestern-ontario-will-start-rolling-out-saturday</a>		May 31	
Web	<a href="http://www.guelphmercury.com/news-story/6702703-new-area-code-coming-to-guelph/">http://www.guelphmercury.com/news-story/6702703-new-area-code-coming-to-guelph/</a>		June 1	
Web	<a href="http://www.98thebeach.ca/news_item.php?NewsID=84992">http://www.98thebeach.ca/news_item.php?NewsID=84992</a>		June 1	
Web	<a href="http://livenewsca.org/guelph/2016/06/02/43590-new-area-code-coming-to-guelph.html">http://livenewsca.org/guelph/2016/06/02/43590-new-area-code-coming-to-guelph.html</a>		June 1	
Web	<a href="http://www.shorelinetoday.ca/default.asp?pid=9135383&amp;wireid=02575_New_548_area_code_starts_June_4th_043043">http://www.shorelinetoday.ca/default.asp?pid=9135383&amp;wireid=02575_New_548_area_code_starts_June_4th_043043</a>		June 1	
Web	<a href="http://www.stthomastoday.ca/default.asp?pid=9135418&amp;wireid=02575_New_Area_Codes_For_Southwestern_Ontario_2_074121">http://www.stthomastoday.ca/default.asp?pid=9135418&amp;wireid=02575_New_Area_Codes_For_Southwestern_Ontario_2_074121</a>		June 1	
Web	<a href="http://am1380.ca">http://am1380.ca</a>		June 1	
Web	<a href="http://www.mystratfordnow.com/category/news/">http://www.mystratfordnow.com/category/news/</a>		June 1	
Web	<a href="http://www.delhinewsrecord.com">http://www.delhinewsrecord.com</a>		June 1	
Web	<a href="https://www.facebook.com/thehubwindsorsex/">https://www.facebook.com/thehubwindsorsex/</a>		June 1	
Web	<a href="https://www.guelphtoday.com/local-news/guelph-getting-a-new-area-code-309635">https://www.guelphtoday.com/local-news/guelph-getting-a-new-area-code-309635</a>		June 3	
Tweeter	CBC Windsor		May 31	
Tweeter	CTV Kitchener		May 31	
Tweeter	Am980 London News		May 31	
Tweeter	CNC KW		May 31	
Tweeter	CTV Windsor		May 31	
Tweeter	<a href="https://twitter.com/iciontario">https://twitter.com/iciontario</a>		May 31	
Tweeter	<a href="https://twitter.com/matinwindsor?lang=fr">https://twitter.com/matinwindsor?lang=fr</a>		May 31	

## CARRIER'S INDIVIDUAL PROGRESS REPORTS



<b>Tactics</b>	<b>Date</b>	<b>Target market</b>
<a href="http://Bell.ca">Bell.ca</a> website new area codes page information	June 2015	All customers
Targeted bill message	July/August 2015	All Bell residential and business customers in 519/226
Documentation with messaging for front line agents, residential and business call centres	June 2015 February 2016 (repeat) May 2016 (repeat)	Residential and business customers
SMS and targeted bill message	February/March 2016 (repeat)	All Bell residential and business customers in 519/226



<b>Tactics</b>	<b>Date</b>	<b>Target market</b>
Rogers deployed a bill message or SMS to all Rogers wireless customers in the relevant area promoting the introduction of the new area code.	Spring/Summer 2016	Rogers, Fido and Chatr customers (consumer and business)
Rogers notified frontline customer care staff and responding to customer inquiries about the new area code	Spring 2016	Rogers, Fido and Chatr customers (consumer and business)



Tactics	Date	Target market
Front line agents awareness and documentation completed	September 30, 2014	Consumer and Business markets
<a href="http://Telus.com">Telus.com</a> website updated	September 30, 2014	Consumer and Business markets
Targeted bill message	May 2015	Consumer and Business markets
Targeted bill message	February 2016	Consumer and Business markets
Targeted bill message	May 2016	Consumer and Business markets



Tactics	Date	Target market
Internal customer facing channels to be notified.	September 2015	Residential and Business
Post informational content regarding new area code to website.	September 2015	Residential and Business
Bill messages to customers advising of new area code with website reference.	September 2015	Residential and Business



- April 1<sup>st</sup> - July 1<sup>st</sup>, 2016    Eastlink has sent monthly bill messages to all consumer and business wireline customers in southwestern Ontario
- April 1<sup>st</sup> – July 1<sup>st</sup>, 2016    The new area code was communicated through social media and the customer newsletter
- March 2016    Internal customer facing channels were notified



Fibernetics completed all activities as per the overlay project schedule.



Iristel Inc. has notified all front line sales channels and internal staff of the new area code, 548. Consumer Awareness Notice on the new area code herein has been sent to our customers.