

**Promoting the introduction of new area code 683 in
Ontario**

Progress Report #2

July 2022

Communications Progress Report

This final progress report is submitted to the Relief Planning Committee (RPC) and CRTC staff for the 249/705 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 683 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 are 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

JANUARY- JUNE 2022

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

Timeline	Tactics	Target
January 19	Media release	Media
January 19	E mail note	Governments (Federal & Provincial)
January 19	E mail note	Municipalities, business associations and other key stakeholders
June 15	Media release	Media
June 15	E mail note	Municipalities, business associations and other key stakeholders

Annexes

MEDIA COVERAGE: JANUARY -JUNE 2022

Type of media	Title of Media	Date of publication	Date of interview
Radio	94,9 rouge	Jan 19	
Radio			
Radio	CBC Radio One	June 15	June 15
Radio			
TV	CTV News Timmins	Jan 20	Jan 20
Print	Manitoulin Expositor	Jan 19	Jan 19
Print	Manitoulin Expositor	June 15	June 15
Web	https://finance.yahoo.com/news/area-codes-ontario-130000761.html	Jan 19	
Web	https://www.lelezard.com/communiqué-20198754.html	Jan 19	
Web	https://www.userwalls.com/n/area-codes-ontario-2701283/	Jan 19	
Web	https://www.mymuskokanow.com/116379/new-area-code-coming-to-the-region/	Jan 19	
Web	https://www.cbj.ca/municipal-news/?rkey=20220119C1037&filter=4784	Jan 19	
Web	http://www.lannonceur.ca/Pages/Nouvelles_CNW.php?rkey=20220119C4013&filter=10468	Jan 19	
Web	https://www.tolerance.ca/en/newswire?rkey=20220119C1037&filter=21675	Jan 19	
Web	http://www.mastheadonline.com/cnw/?rkey=20220119C1037&filter=5207	Jan 19	
Web	https://www.onenewspage.com/prnewswire.php?rkey=20220119C1037&filter=3968	Jan 19	
Web	https://digitalconquerer.com/prnewswire/technology/?rkey=20220119C1037&filter=3833	Jan 19	
Web	https://www.techinsideout.co/tech-releases?rkey=20220119C1037&filter=21681	Jan 19	
Web	https://www.mybancroftnow.com/54342/new-numbers-in-area-may-not-get-613-area-code/	Jan 19	
Web	https://cartt.ca/new-area-codes-coming-to-ontario/	Jan 19	
Web	https://ottawa.ctvnews.ca/ottawa-is-getting-a-third-area-code-this-spring-1.5746351	Jan 19	
Web	https://heromag.net/ottawa-will-have-a-third-area-code-this-spring	Jan 19	
Web			
Web	https://bestinau.net/ottawa-will-receive-its-third-area-code-this-spring	Jan 19	
Web	https://uggcozy.com/ottawa-gets-a-third-area-code-this-spring/	Jan 19	
Web	https://duchetridao.com/ottawa-is-getting-a-third-area-code-this-spring/	Jan 19	
Web	https://canada.on-24.com/local/75059.html	Jan 19	
	https://flipboard.com/@ctvnews/ottawa-q9ejf5frz/ottawa-is-getting-a-third-area-code-this-spring/a--SxNQQ12QiKw5imGVRcBZA%3Aa%3A2823982346-	Jan 19	

	fd367bf8b6%2Fctvnews.ca		
Web	https://ottawacitizen.com/news/local-news/ottawa-getting-new-area-code-in-march	Jan 19	
Web	https://www.narcity.com/toronto/ontario-is-getting-2-new-area-codes-this-year-heres-what-you-need-to-know	Jan 19	
Web	https://www.msn.com/en-ca/news/canada/ottawa-getting-new-area-code-in-march/ar-AASX58Z?ocid=hlocalnews	Jan 19	
Web	https://heromag.net/ottawa-will-have-a-new-area-code-in-march	Jan 19	
Web	https://new.in-24.com/News/459539.html	Jan 19	
Web	https://news.knowledia.com/CA/en/articles/ottawa-getting-new-area-code-in-march-199234880c843977c5e2997f7095083a02b386d6	Jan 19	
Web	https://thecanadian.news/2022/01/19/ontario-gets-2-new-area-codes-this-year-and-here-is-what-you-need-to-know/	Jan 19	
Web	https://trixabia.com/ottawa-gets-new-area-code-in-march/	Jan 19	
Web	https://almooon.com/this-will-be-ottawas-new-area-code-starting-in-march/	Jan 19	
Web	https://novonite.com/ottawa-is-getting-a-new-area-code-in-march/	Jan 19	
Web	https://gfydan.com/ottawa-will-get-a-new-area-code-in-march/	Jan 19	
Web	https://newsdubai.org/2022/01/20/the-new-753-area-code-will-be-introduced-in-eastern-ontario-this-spring/	Jan 19	
Web	https://solozair.com/this-will-be-ottawas-new-area-code-starting-in-march/	Jan 19	
Web	https://heromag.net/new-area-code-753-is-introduced-in-eastern-ontario-this-spring	Jan 19	
Web	https://windobi.com/new-area-code-753-will-be-introduced-in-eastern-ontario-this-spring/	Jan 19	
Web	https://www.myparrysoundnow.com/65752/683-area-code-coming-to-parry-sound-in-mid-june/	Jan 19	
Web	https://www.mytimminsnow.com/61112/new-area-code-coming-to-the-region/	Jan 19	
Web	https://o.canada.com/news/local-news/ottawa-getting-new-area-code-in-march	Jan 19	
Web	https://almooon.com/ottawa-will-get-a-new-area-code-in-march/	Jan 19	
Web	https://canada.on-24.com/local/75394.html	Jan 19	
Web	https://duchetridao.com/ottawa-is-getting-a-new-area-code-in-march/	Jan 19	
Web	https://ici.radio-canada.ca/nouvelle/1855674/indicatif-telephone-regionaux-753-683-ontario-crtc-telecommunications	Jan 19	
Web	https://news.fr-24.com/entreprise/895563.html	Jan 19	
Web	https://uggcozy.com/this-will-be-ottawas-new-area-code-starting-in-march-2/	Jan 20	
Web	https://flipboard.com/topic/torontoentertainment/call-753-maybe-eastern-ontario-to-add-third-area-code-in-march-cbc-news/a-2BtlWmKnSBS_W9eFIF70KA%3Aa%3A107108217-e67bfc6046%2Fcbc.ca	Jan 20	
Web	https://www.ctvnews.ca/video?clipId=2365834	Jan 20	
Web	https://www.newswire.ca/news-releases/introduction-of-683-area-code-in-ontario-886223815.html	June 15	
Web	https://www.mymuskokanow.com/119483/news/new-683-area-code-arrives-this-weekend/	June 15	
Web	https://finance.yahoo.com/news/introduction-683-area-code-ontario-120000027.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xILmNvbS8&guce_referrer_sig=AQAAAMgNQGVHVu-Ep4YTb24NZKFXwnp2Z1GhhYZpMRFj9mRtl4z0JWNB3cV8hlcWLFJRjBESadqbEJ62t5paLI9LVd4bagqFPHB7y8J-mGT3Dv11zPWN_I5vMfKjB5dV6eD65OUrZ7jGw6aJ7bcZyjicdT_5sMiWnapDfgnVeSLtwdDeR	June 15	
Web	https://www.mynorthbaynow.com/89273/featured/new-683-area-code-arrives-this-weekend/	June 15	
Web	https://www.cbj.ca/municipal-news/?rkey=20220615C5683&filter=4784	June 15	

Web	http://www.lannonneur.ca/Pages/Nouvelles_CNW.php?rkey=20220615C9586&filter=10468	June 15	
Web	http://www.mastheadonline.com/cnw/?rkey=20220615C5683&filter=5207	June 15	
Web	https://www.bizreflections.ca/news-updates/?rkey=20220615C5683&filter=21557	June 15	
Web	https://www.mywestnipissingnow.com/45979/news/new-683-area-code-arrives-this-weekend/	June 15	
Web	https://curiosity.com/ontario-new-area-code-683/	June 15	
Web	https://www.iqstock.news/n/introduction-683-area-code-ontario-4048906/	June 15	
Web	https://www.thepeterboroughexaminer.com/local-huntsville/news/2022/06/15/demand-for-phone-numbers-in-705-region-means-another-new-area-code-here-s-what-you-need-to-know.html	June 15	
Web	https://www.northbaynipissing.com/news-story/10656655-demand-for-phone-numbers-in-705-region-means-another-new-area-code-here-s-what-you-need-to-know/	June 15	
Web	https://ca.movies.yahoo.com/introduction-683-area-code-ontario-120000126.html	June 15	
Web	https://www.mykapuskasingnow.com/45453/featured/new-area-code-for-north-starts-this-weekend/	June 15	
Web	https://www.muskokaregion.com/news-story/10656655-demand-for-phone-numbers-in-705-region-means-another-new-area-code-here-s-what-you-need-to-know/	June 15	
Web	https://www.thestar.com/local-huntsville/news/2022/06/15/demand-for-phone-numbers-in-705-region-means-another-new-area-code-here-s-what-you-need-to-know.html?itm_source=parsely-api	June 15	
Web	https://www.newswire.ca/fr/news-releases/nouvel-indicatif-regional-683-en-ontario-804273788.html	June 15	
Web	https://www.stcatharinesstandard.ca/local-huntsville/news/2022/06/15/demand-for-phone-numbers-in-705-region-means-another-new-area-code-here-s-what-you-need-to-know.html	June 15	
Web	https://cartt.ca/new-area-code-683-starts-rolling-out-june-18-in-ontario/	June 15	
Web	https://www.therecord.com/local-huntsville/news/2022/06/15/demand-for-phone-numbers-in-705-region-means-another-new-area-code-here-s-what-you-need-to-know.html	June 15	
Web	https://www.blogto.com/tech/2022/06/ontario-new-area-code/	June 16	
Web	https://www.myespanolanow.com/49145/news/new-area-code-for-north-eastern-ontario/	June 16	
Web	https://kawarthanow.com/2022/06/11/new-area-code-coming-to-the-kawarthas-region-on-june-18/	June 16	
Web	https://www.baytoday.ca/local-news/new-local-area-code-takes-effect-this-week-joins-705-and-249-5471635	June 16	

**PROGRESS REPORT
INDIVIDUAL CARRIERS**



Date	Tactics	Target
December 2021	Information available on bell.ca and bce.ca	All customers
January 2022	Internal messaging	Frontline customer reps
March 2022	Bill messages and customer notifications	Residential & business customers in Ontario



Date	Tactics	Target
March 7-April 6	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)
MARCH 23-24	Pre-paid: SMS to customers in relevant area promoting the introduction of the new area code.	Rogers, Fido and Chatr customers (consumer and business)
JANUARY-APRIL	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
December 15, 2021	Information available on telus.com website	All Ontario customers
January, May 2022	Internal messaging	Front line agents (Business and Consumer)
January, May 2022	Bill message	All Ontario Business customers
June 18, 2022	New area code launch	Date that the new area is officially available where needed.



Date	Tactics	Target
December 2021	Information to be published on website	Customers
January 2022	Internal notification	Employees
January 2022	Email notification	Customers



Date	Tactics	Target
February 2022	Post FAQ's and content on our www.eastlink.ca website.	Complete
May 2022	Bill Messages begin for Residential and Business customers. A new area code(683)will be introduced in Ontario, June 2022. For more information visit eastlink.ca .	
May 2022	Internal communications circulated to staff	



Date	Tactics	Target
January 2022	Area code pages on brand websites to be updated,	All customers
January-February 2022	Messages will be stated on invoices along with links to website area code pages.	All customers
June 2022	Fibernetics implemented the new NPA of 683 and everything is operating fine with no concerns	



Date	Tactics	Target
December 2021	Internal communications	Frontline staff, technical support and marketing/communications
December 2021	Website Update	All customers
January 2022	Customer Notifications	Residential, business, wholesale customers
May 2022	Internal Communications (Repeat)	Frontline staff, technical support and marketing/communications
May 2022	Customer Reminder Notifications	Residential, business, wholesale customers

The following carriers did not submit a progress report:

Comwave

Ixica

Iristel