

Promoting the introduction of area code 368 in Alberta

Progress Report #3

May 2022

Communications Progress Report #3

This final progress report is submitted to the Relief Planning Committee (RPC) and CRTC staff for the 368 overlay project. The report outlines the public relations activities that the Telecommunications Alliance (TA) has undertaken to generate awareness for the introduction of new 368 area code in Alberta.

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 was 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

MAY- NOVEMBER 2021

- Update of the TA web site: www.newareacodes.ca and www.indicatifsregionaux.ca
- Email notification to Government officials (federal, provincial); Municipalities and Chambers of Commerce
- Media relations
 - Issue of news release

JANUARY-APRIL 2022

Timeline	Tactics	Target
May 2021	Web site update www.dial10.ca	Business and consumer markets, media, employees
October 20, 2021	Media release	Media
October 20, 2021	E mail note	Governments (Federal & Provincial)
October 20, 2021	E mail note	Municipalities, business associations and other key stakeholders
April 21, 2022	Media release	Media
April 21, 2022	E mail note	Chambers of Commerce

Annexes

MEDIA COVERAGE -PHASE 1: OCTOBER 2021

Type of media	Title of Media	Date of publication	Date of interview
Radio	770 CHQR Global news radio		Oct 22
Radio	Mix 107, Fort Saskatchewan		Oct 22
Radio	CBC Radio- Edmonton	Oct 20	
Radio	Discover Airdrie/ Air 106.1 FM		Oct 22
TV	City news		
Print	Calgary Herald		Oct 20
Web	https://finance.yahoo.com/news/area-code-368-alberta-140000946.html	Oct 20	
Web	https://www.globenewswire.com/news-release/2021/10/20/2317583/0/en/New-area-code-368-in-Alberta.html	Oct 20	
Web	https://chatnewstoday.ca/2021/10/20/new-368-area-code-coming-to-alberta-in-2022/	Oct 20	
Web	https://lethbridgenewsnow.com/2021/10/20/new-368-area-code-coming-to-alberta-in-2022/	Oct 20	
Web	https://edmonton.ctvnews.ca/alberta-getting-new-area-code-368-in-2022-1.5630713	Oct 20	
Web	https://globalnews.ca/news/8283390/albertan-new-area-code-april/	Oct 20	
Web	https://www.iheartradio.ca/virginradio/edmonton/alberta-getting-new-area-code-368-in-2022-1.16315892	Oct 20	
Web	https://www.cfweradio.ca/news/alberta-news/new-area-code-coming-to-alberta/	Oct 20	
Web	https://www.mymcmurray.com/2021/10/20/alberta-368-area-code/	Oct 20	
Web	https://flipboard.com/@ctvnews/calgary-aeo79tt4z/alberta-getting-new-area-code-368-in-2022/a-PdvqdLRjRzmN1WWWww-MTVA%3Aa%3A2823982346-608d6c01ac%2Fctvnews.ca	Oct 20	
Web	https://thecanadian.news/2021/10/20/albertans-get-new-digits-with-new-area-code-introduced-in-april-the-canadian-news/	Oct 20	
Web	https://interviewed.com/albertans-getting-new-digits-with-introduction-of-new-area-code-in-april/	Oct 20	
Web	https://thefastnewz.com/albertans-getting-new-digits-with-introduction-of-new-area-code-in-april/	Oct 20	
Web	https://www.cbc.ca/news/canada/edmonton/new-phone-area-code-alberta-1.6217970	Oct 20	
Web	https://eminetracanada.com/albertin-gets-new-numbers-with-new-area-code-introduced-in-april/312590/	Oct 20	
Web	https://thestreetjournal.org/albertans-getting-new-digits-with-introduction-of-new-area-code-in-april/	Oct 20	
Web	https://dailyhive.com/calgary/alberta-area-code	Oct 20	
Web	https://lovebylife.com/welcome-to-368-albertas-fifth-area-code-will-be-called-to-service-next-spring/	Oct 20	

Web	https://curiosity.com/alberta-is-getting-a-new-area-code-next-spring-here-is-what-to-know/	Oct 20	
Web	https://www.lelezard.com/en/news-20056641.html	Oct 20	
	https://thegaltimes.com/welcome-to-368-albertas-fifth-area-code-will-be-called-to-service-next-spring/34959/	Oct 20	
Web	https://styleheavens.com/albertans-get-new-digits-with-the-introduction-of-new-area-code-in-april/	Oct 20	
Web	https://edmontonjournal.com/news/local-news/alberta-to-get-fifth-area-code-in-2022	Oct 20	
Web	https://calgaryherald.com/news/local-news/alberta-to-adopt-368-as-its-fifth-area-code-next-spring	Oct 20	
Web	https://vehlad.in/alberta-to-adopt-368-as-its-fifth-area-code-next-spring	Oct 20	
Web	https://www.todocanada.ca/alberta-to-get-a-new-area-code-starting-april-2022/	Oct 20	
Web	https://bhutan.kivazen.com/alberta-is-set-to-receive-368-as-the-fifth-environmental-code-next-spring/	Oct 20	
Web	https://www.lacombeexpress.com/news/new-area-code-368-in-alberta/	Oct 20	
Web	https://www.iheartradio.ca/ctv-news-content/alberta-getting-new-area-code-368-in-2022-1.16315892	Oct 20	
Web	https://www.kelownanow.com/news/news/National_News/Alberta_to_get_new_area_code_next_year/	Oct 20	
Web	https://mobilesyrap.com/2021/10/20/alberta-to-get-a-new-area-code-in-april-2022/	Oct 20	
Web	https://fortsaskonline.com/local/alberta-to-introduce-a-new-area-code-in-the-spring	Oct 20	
Web	https://thecanadian.news/2021/10/20/alberta-will-get-fifth-area-code-in-2022/	Oct 20	
Web	https://www.highriversonline.com/local/new-area-code-to-be-introduced-in-alberta	Oct 20	
Web	https://hamkarchan.com/2021/10/20/alberta-to-get-a-new-area-code-in-april-2022/	Oct 20	
Web	https://www.bollyinside.com/news/368-is-albertas-fifth-area-code-which-will-go-into-service-next-spring	Oct 20	
Web	https://cochranenow.com/articles/say-hello-to-a-new-area-code-for-alberta	Oct 20	
Web	https://strathmorenow.com/104-5-fm-articles/what-s-your-number-next-year-s-new-area-code	Oct 20	
Web	https://thedailycheck.net/alberta-to-get-a-new-area-code-in-april-2022/	Oct 20	
Web	https://public.uk.com/2021/10/20/alberta-to-get-a-new-area-code-in-april-2022-mobilesyrap/	Oct 20	
Web	https://cismfm.com/news/8283390/albertan-new-area-code-april/	Oct 20	
Web	https://ckfm.ca/2021/10/21/12963/	Oct 21	

MEDIA COVERAGE -PHASE 2: APRIL 2022

Type of media	Title of Media	Date of publication	Date of interview
Radio	770 CHQR, Calgary	April 20	April 20
Radio	Mix 107, 9 Fort Saskatchewan Alberta	April 22	April 22
Radio	Radio- Canada Français	April 21	April 21
Radio	CBC Radio News Calgary	April 22	April 22
Web	https://dailyhive.com/calgary/alberta-new-area-code	April 19	
Web	https://calgaryherald.com/news/local-news/albertas-fifth-area-code-to-launch-on-saturday	April 19	
Web	https://www.cfweradio.ca/news/alberta-news/albertas-fifth-area-code-launches-saturday/	April 19	
Web	https://ca.topnews.media/calgary/albertas-fifth-area-code-to-launch-on-saturday/	April 19	
Web	https://flipboard.com/article/hello-there-a-new-area-code-will-be-handed-out-in-alberta-this-week/f-c6b30832a1%2Fdailyhive.com	April 19	
Web	https://ca.postxnews.com/albertas-fifth-area-code-to-launch-on-saturday/	April 19	
Web	https://solozair.com/albertas-fifth-area-code-to-launch-on-saturday/	April 19	
Web	https://www.globenewswire.com/news-release/2022/04/21/2426682/0/en/Introduction-of-368-area-code-in-Alberta.html	April 21	
Web	https://www.benzinga.com/pressreleases/22/04/g26738481/introduction-of-368-area-code-in-alberta	April 21	
Web	https://www.iqstock.news/n/introduction-368-area-code-alberta-3780692/	April 21	
Web	https://www.userwalls.com/n/introduction-368-area-code-alberta-3124191/	April 21	
Web	https://eminetraCanada.com/introduction-of-368-area-code-in-alberta/495147/	April 21	
Web	https://www.cjwe.ca/news/news/albertas-fifth-area-code-launches-saturday/	April 19	
Web	https://chatnewstoday.ca/2022/04/21/new-area-code-comes-to-alberta-this-weekend/	April 21	
Web	https://www.streetinsider.com/Globe+Newswire/Introduction+of+368+area+code+in+Alberta/19940991.html	April 21	
Web	https://rdnewsnow.com/2022/04/21/new-area-code-comes-to-alberta-this-weekend/	April 21	
Web	https://cartt.ca/368-area-code-to-be-introduced-in-alberta/	April 21	
Web	https://www.iphoneincanada.ca/news/albertas-new-368-area-code-rolls-out-on-saturday/	April 21	
Web	https://everythinggp.com/2022/04/21/new-area-code-comes-to-alberta-this-weekend/	April 21	
Web	https://chatnewstoday.ca/2022/04/21/new-area-code-comes-to-alberta-this-weekend/	April 21	
Web	https://ckfm.ca/2022/04/21/introduction-of-368-area-code-in-alberta/	April 21	
Web	https://ici.radio-canada.ca/nouvelle/1877941/telephone-indicatifs-alberta-annuaire-bottin	April 21	
Web	https://nouvelles-dujour.com/le-nouveau-code-telephonique-368-disponible-des-samedi-en-alberta/	April 21	
Web	https://calgary.citynews.ca/2022/04/21/alberta-new-area-code-368/	April 21	
Web	https://financialpost.com/globe-newswire/introduction-of-368-area-code-in-alberta	April 21	
Web	https://fortsaskonline.com/articles/new-area-code-being-introduced-in-alberta	April 21	
Web	https://www.mymcmurray.com/2022/04/21/alberta-new-area-code-368/	April 21	

Web	https://flipboard.com/@iPhoneinCanada1/alberta-s-new-368-area-code-rolls-out-on-saturday-iphone-in-canada-blog/a-EoqVpLcfR1uZy8x3s5lOUg%3Aa%3A3332533160-076234d335%2Fiphoneincanada.ca	April 21	
Web	http://crweworld.com/article/news-provided-by-globenewswire/2359470/introduction-of-368-area-code-in-alberta	April 21	
Web	https://www.dailyadvent.com/news/0a914e169ee66f1c6f8de0d5afdf11fa-Introduction-of-368-area-code-in-Alberta	April 21	
Web	https://nouvelles-dujour.com/le-nouveau-code-telephonique-368-disponible-des-samedi-en-alberta/	April 21	
Web	https://everythinggp.com/2022/04/21/new-area-code-comes-to-alberta-this-weekend/	April 22	
Web	https://mobilesyrup.com/2022/04/22/alberta-getting-new-368-area-code/	April 22	

**PROGRESS REPORT
INDIVIDUAL CARRIERS**



Dates	Tactics	Target	Status
October 2021	Information available ontelus.com website	All Alberta customers	Complete
October 2021, March 2022	Internal messaging	Front line agents (Business and Consumer)	Complete
October 2021 and March 2022	Bill message	All Alberta Business and Consumer customers	Complete
April 23, 2022	New area code launch	Date that the new area is officially available where needed.	Complete



Date	Tactics	Target
June 2021	Information on Bell.ca and BCE.ca new area codes page	All customers
September 2021	Internal messaging	Front line agents
October 2021, April 2022	Bill message and customer notifications	Residential and business customers in Alberta



Date	Tactics	Target
August 23-September 22	Postpaid: Bill message to all customers in the relevant area promoting the introduction of the new area code.	Rogers, Fido and Chatcustomers (consumer and business)
September 17-23	Pre-paid: SMS to customers in relevant area promoting the introduction of the new area code.	Rogers, Fido and Chatcustomers (consumer and business)
April 2022	Notify frontline customer care agents responding to customer inquiries about the new area code in anticipation of questions from customers.	Rogers, Fido and Chatcustomer care agents (consumer and business)



Date	Tactics	Target
Dec 2021	New area code message creation	Internal marketing
January 2022	New area code message for frontline workers	Frontline staff, technical support and marketing/communications
April 2022	Email /website update	All customers in NPA



Date	Tactics	Target
November 2021	Area code pages on brand websites updated	Customers
Jan - March 2022	messages will be stated on invoices along with links to website area code pages	Customers
Jan - March 2022	Social media posts and additional invoice messages	Customers



Date	Tactics	Target
Nov 10 th , 2021	Internal notification	Sales agents, customer care and support
January 2022, March 2022	Bill insert	All customers
February 2022	Website news	All customers



Date	Tactics	Target
Dec-21	Internal communications	Frontline, Customer Service, Technical Support, Marketing
Feb-22	Digital Marketing Update	All customers
Feb-22	Customer Notifications	Residential & Business Customers
Apr-22	Internal Communications (Reminder)	Frontline, Customer Service, Technical Support, Marketing
Apr-22	Customer Notifications (Reminder)	Residential & Business Customers



Date	Tactics	Target
April 2022	Billing system messaging	Public / General
October 2021, April 2022	Website messaging	Business, Wholesale and Residential
October 2021, April 2022	Customer self-serve portal as important message	Business and Wholesale



Date	Tactics
March 2022	Post FAQ's and content on our www.eastlink.ca website.
MARCH / APRIL 2022	<p>Bill Messages begin for Residential and Business customers.</p> <p>A new area code(368)will be introduced in Alberta, April 2022. For more information visit eastlink.ca.</p>
APRIL 2022	Internal communications circulated to staff