

**Promoting the introduction of new area codes in the  
416/647 and 905/289 areas**

**Consumer Awareness Task force (TA)  
Final Report**

**19 April 2013**

# **Communications Progress Report**

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This report is submitted to the Relief Planning Committee (RPC) and CRTC staff.

This report outlines the public relations activities that the Telecommunications Alliance and individual carriers have undertaken to generate awareness for the introduction of new area codes in the Greater Toronto Area.

## **About the Telecommunications Alliance**

The Telecommunications Alliance has been put in place to manage the introduction of new area codes in the Greater Toronto Area in Ontario. Contributing members of the TA are: Bell, Rogers, TELUS and Vidéotron. The Alliance is chaired by Bell.

## **Target Audiences**

- Businesses
- Consumers
- Media
- Government (municipal, provincial, federal)
- Business interest groups

## **Communication Objectives**

- Generate awareness of the introduction of the new area codes in the 416/647 and 905/289 areas.
- Inform consumers and businesses
  - Make them aware that any new telephone numbers may be associated with the new area codes
  - Reassure them that there will be no changes in local dialing
  - Limit negative perceptions and reactions to the introduction of new area codes in the region.
- Provide the Telecommunications Alliance members with consistent, core communication materials to be used to generate awareness of these new area codes.
- Continue to lay the foundation for seamless addition of new area codes in the future.

## **Communication Strategies**

The phase one—Awareness campaign—was to raise awareness of the introduction of new area codes.  
Timeframe: September 2011 – December 2012.

The second phase—had the objective of ensuring that residents and businesses were aware that the new area codes 365 and 437 could start being used as of March 25, 2013.

Timeframe: January 2013– March 2013

## Execution

### PHASE 1–AWARENESS CAMPAIGN September 2011- December 2012

- Alliance web site: [www.newareacodes.ca](http://www.newareacodes.ca); [www.indicatifregionaux.ca](http://www.indicatifregionaux.ca)
- Media relations
  - Writing of key messages and question and answer document
  - Writing and issue of news release via CNW
  - Targeted distribution to business publications, regional media and web portals (65 )
  - Media monitoring
- Information letter to Governments officials
  - Personalized letter distributed to Provincial and Federal elected officials and to municipalities located in the targeted areas. (180 )
- Letter to Business associations and other Stakeholders
  - Development of an information document posted on the TA website (media and association section)
  - Mailing list includes Chambers of Commerce and business associations (130)

### Phase 2– Action incentive Campaign January 2013– March 2013

- Media relations
  - Writing and issue of news releases via CNW
  - Targeted distribution to business magazines, regional media, web portals, etc.
- Media monitoring
- Communications with government, stakeholders and business associations
  - Reminder letters (drive-to-web).

## Results

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

- The media coverage was excellent with more than 230 articles and broadcasts throughout the campaign.
- All major dailies, TV and radio stations covered the story.
- All major news outlets in the GTA Tweeted the news.

- The TA web site generated a total of 73,000 visits for 2011-2013.

## **TIMELINE OF COMMUNICATION ACTIVITIES**

### *Telecommunications Alliance*

#### *Phase 1 Awareness campaign: September 2011 – December 2012*

<b>Timeline</b>	<b>Tactics</b>
September 20, 2011	Q&A Distributed to TA members
September 21, 2011	TA Web site
September 21, 2011	Information document posted on TA web site
September 22, 2011	Press release
September 22, 2011	Information letter for Governments elected Officials
September 27, 2011	Mailing to business associations

#### *Phase 2– Action incentive Campaign: January 2013 – March 2013*

<b>Timeline</b>	<b>Tactics</b>
February 13, 2013	Press release
February 13, 2013	Personalized mailing to Provincial and Federal elected officials
February 13, 2013	Mailing to Municipalities, Chambers of Commerce and other Business associations
March 25, 2013	Press release
March 25, 2013	Final notice to Chamber of Commerce and Business associations

## Carrier's Individual report

### *Bell Canada*

<b>Tactics</b>	<b>Date</b>	<b>Target market</b>
New area code information on bell.ca	June 2012	Business /Consumer markets
Bill message	June 2012	Business /Consumer markets
Email sent to business customers	Sept – Dec 2012	Business markets
Information provided to frontline reps, sales reps	September 2012	Business/consumer markets
Internal communications to all employees	January 2013	Employees

## MEDIA COVERAGE

Type of media	Title of Media	City/Region	Date of publication	Date of interview
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2011

Print	Gazette	Montreal	Sept 22	
Print	Sing Tao	Toronto		Sept 22
Print	Financial Post	Toronto	Sept 23	
Print	St. Catharines Standard	St-Catharines		Oct 4

Radio	CKTB	St. Catharines	Sept 22	Sept 22
Radio	Durham Radio		Sept 22	Sept 22
Radio	Chum FM		Sept 22	
Radio	1057 ezrocck	Niagara	Sept 22	
Radio	Boom 973	Toronto	Sept 23	
Radio	Chuc	Cobourg	Sept 27	Sept 27

Television				
Television				

Web	www.marketnews.ca		Sept 22	
Web	www.allvoices.com		Sept 22	
Web	www.hereshow.ca		Sept 22	
Web	www.oakville.com		Sept 22	
Web	oneclick.indiatimes.com		Sept 22	
Web	www.prweb.com		Sept 22	
Web	news.nationalpost.com		Sept 22	
Web	oneclick.indiatimes.com		Sept 22	
Web	610cktb.com		Sept 22	
Web	www.hereshow.ca		Sept 22	
Web	www.chumfm.com		Sept 22	
Web	www.silobreaker.com		Sept 22	
Web	www.burlington.net		Sept 22	
Web	tweetmeme.com		Sept 22	
Web	www.torontoheadlines.ca		Sept 22	
Web	www.vancouversun.com		Sept 22	
Web	www.i-canada-news.com/canada-news-toronto		Sept 22	
Web	925thebeat.ca		Sept 22	
Web	toronto.alltop.com		Sept 22	
Web	www.calgaryherald.com		Sept 22	
Web	tibidy.com		Sept 22	
Web	www.digitaljournal.com		Sept 22	
Web	insidetoronto.com		Sept 22	
Web	digitaljournal.com		Sept 22	
Web	newz4u.net		Sept 22	
Web	www.windsorstar.com		Sept 22	
Web	www.cartt.ca		Sept 22	
Web	onespot.wsj.com		Sept 22	

Web	www.onenewspage.com		Sept 22	
Web	www.headline <b>news</b> online.com		Sept 22	
Web	www.ontarion <b>news</b> 24.ca		Sept 22	
Web	www.onestop <b>news</b> stand.com		Sept 22	
Web	tibidy.com		Sept 22	
Web	story.torontotelegraph.com		Sept 22	
Web	www.silobreaker.com		Sept 22	
Web	1057ezrock.com		Sept 22	
Web	Leaderpost.com		Sept 22	
Web	singTao.ca		Sept 22	
Web	www.canada.com		Sept 23	
Web	morningstar.com		Sept 23	
Web	www.durhamradion <b>ews</b> .com		Sept 23	
Web	business.financialpost.com		Sept 23	
Web	torontodailymail.com		Sept 24	
Web	www.ask.com/wiki/ <b>Greater_Toronto_Area</b>		Sept 25	
Web	story.torontotelegraph.com		Sept 27	

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## 2013

Print	Toronto Star			
Print	Canadian Press			Feb 13
Print	Globe and Mail			
Print	Toronto Sun			Feb 13
Print	National Post		February 14	Feb 13
Print	Hamilton Spectator			Feb 13
Print	Burlington Post			Feb 14
Print	Lethbridge Herald		February 14	
Print	Halifax Chronicle.		February 14	
Print	Humber College			Feb 14
Print	St John Newfoundland paper			Feb 14
Print	Guelph Mercury		February 14	
Print	Mississauga News		February 14	
Print	Oakville Beaver		February 14	
Print	24-Hour		February 14	

Radio	CKDO	Durham	February 13	Feb 13
Radio	CFRB	Toronto	February 13	Feb 13
Radio	680 News		February 13	
Radio	B101	Barrie	February 13	
Radio	Niagara Falls Radio	Niagara Falls	February 13	Feb 13
Radio	104,5 Chum FM		February 13	
Radio	1010 news talk		February 13	
Radio	640 AM		February 13	
Radio	980 AM			
Radio	Star Radio	Cobourg	February 14	Feb 14

Television	CBC		February 13	Feb 13
Television	CBC	Hamilton	February 13	
Television	City TV		February 13	Feb13
Television	Toronto CTV News		February 13	
Television	CBC news			Feb 14

Television	CP 24 Breakfast		February 13	
Television	Global Toronto - noon news and Morning Show		February 13	
Television	CHCH news		February 13	
Television	CFTK news		February 13	
Television	CTV News		February 13	
Television	Omni News		February 13	

Web	yourhamiltonbiz.com	Hamilton	January 28	January 25
Web	ca.finance.yahoo.com		February 13	
Web	ca.news.yahoo.com		February 13	
Web	chch.com		February 13	
Web	cnews.canoe.ca/		February 13	
Web	dailyme.com		February 13	
Web	frrole.com/		February 13	
Web	Global Toronto	Toronto	February 13	
Web	inagist.com		February 13	
Web	infow5.com/		February 13	
Web	macleans.ca		February 13	
Web	metronews.ca/news/		February 13	
Web	mississauga.com		February 13	
Web	mobilesyrup.com/		February 13	
Web	muckrack.com/		February 14	
Web	nationalpost.com		February 13	
Web	news.ca.msn.com/		February 13	
Web	news.silobreaker.com		February 13	
Web	news.yahoo.com/.		February 17	Feb 17
Web	newz4u.ne		February 15	
Web	<b>Ottawacitizen.com</b>		February 13	
Web	regator.com/		February 14	
Web	reginaleader		February 13	
Web	spacing.ca/toronto/		February 17	
Web	sunnews.ca		February 13	
Web	tech.ca.msn.com		February 13	
Web	thecellulguru		February 13	
Web	topic.worlds-luxury-guide.com		February 13	
Web	toronto.alltop.com/		February 13	
Web	toronto.cityandpress.com		February 13	
Web	toronto.ctvnews.ca/		February 13	
Web	torontoist.com		February 15	
Web	torontostandard.com/.		February 13	
Web	torontostar		February 13	
Web	urbantoronto.ca		February 13	
Web	vancouver.sun		February 13	
Web	www.640toronto.com		February 13	
Web	www.allovernews.ne		February 13	
Web	www.blogto.com		February 13	
Web	www.bramptonguardian.com		February 13	
Web	www.bramptonupdate.ca/		February 13	



Web	www.broadbandreports.com		February 13	
Web	www.broadcastermagazine.com		February 13	
Web	www.canada.com/technology/index		February 17	
Web	www.cbc.ca/		February 13	
Web	www.chaytoday.ca/		February 13	
Web	www.chumfm.com		February 13	
Web	www.citynews.ca/		February 13	
Web	www.cknw.com/.		February 13	
Web	www.cliqz.com/toronto		February 13	
Web	www.dslreports.com		February 13	
Web	www.durhamradionews		February 13	
Web	www.huffingtonpost.ca/		February 13	
Web	www.i4u.com		February 13	
Web	www.independentfreepress.com/		February 15	
Web	www.insidehalton.com		February 15	
Web	www.iphoneincanada.ca/		February 13	
Web	www.newstalk1010.com		February 13	
Web	www.oakville.com		February 13	
Web	www.rogers.com/		February 13	
Web	www.stcatharinesstandard.ca		February 15	
Web	www.sunnewsnetwork.ca		February 13	
Web	www.theglobeandmail.com		February 13	
Web	www.theifp.ca		February 15	
Web	www.theprovince.com/		February 14	
Web	www.thespec.com		February 13	
Web	www.thestar.com/news/		February 13	
Web	www.thetelecomblog.com		February 13	
Web	www.torontolife.com		February 15	
Web	www.torontosun.com		February 13	
Web	www.torontotoday.org		February 17	
Web	www.vivalanka.com		February 13	
Web	www.wopular.com		February 13	
Web	www.yorkregion.com/		February 15	
Print	Toronto Star		March 25	
Print	York University			March 25
Radio	104,5 chum fm		March 25	
Radio	CFRB news talk 1010		March 25	
Radio	570 news		March 25	
Radio	640 Toronto		March 25	
Radio	Durham Radio news		March 25	
Radio	Kx 96 FM		March 25	
Radio	AM 980 Toronto News		March 25	
Radio	CJOB		March 25	
Radio	CBC		March 25	
Radio	CHML Hamilton		March 25	March 25
Television	CTV News Toronto		March 25	
Television	Omni News		March 25	
Television	CBC News -The National		March 25	
Television	CP 24		March 25	
Television	Global News Toronto		March 25	

Television	City TV News		March 25	
Web	680news.ca		March 25	
Web	beforeitsnews.com		March 25	
Web	ca.finance.yahoo.com		March 25	
Web	citynews.ca		March 25	
Web	frrole.com		March 25	
Web	globalnews.ca		March 25	
Web	inagist.com		March 25	
Web	myoor.com/		March 25	
Web	newslatestworld.com		March 25	
Web	Newstalk1010.com		March 25	
Web	regator.com		March 25	
Web	techworld24.com/		March 25	
Web	thecellulguru.com		March 25	
Web	thestar.com		March 25	
Web	<b>toronto</b> .cityandpress.com		March 25	
Web	Toronto.ctvnews.ca		March 25	
Web	<b>toronto</b> ist.com		March 25	
Web	www.570 <b>news</b> .com		March 25	
Web	www.640 <b>toronto</b> .com		March 25	
Web	www.bayview- <b>news</b> .com/		March 25	
Web	www.cfrb.com		March 25	
Web	www.chumfm.com		March 25	
Web	www.cknw.com		March 25	
Web	www.durhamradion <b>ews</b> .com		March 25	
Web	www.facebook.com/city <b>newstoronto</b>		March 25	
Web	www.kenkotech.com		March 25	
Web	www.kx96.fm		March 25	
Web	www.mississauga.com		March 25	
Web	www.popbuzz.me		March 25	
Web	www.saveland.ca		March 25	
Web	www.thecornwalldaily.com		March 25	
Web	www.zoomerradio.ca		March 25	
Web	<b>news</b> .ca.msn.com		March 25	
Web	schooleymitchell.com		March 25	
Web	www.cbc.ca		March 25	
Web	www.bramptonupdate.ca		March 25	
Web	www.theifp.ca		March 25	
Web	urbantoronto.ca/ <b>news</b> /		March 25	
Web	www.ryersonian.ca		March 25	
Web	www.html5report.com		March 25	
Web	www.edithot.com		March 25	
Web	mobilesyrup.com		March 25	
Web	metronews.ca		March 25	
Web	www.thegridto.com		March 25	
Web	www.chfi.com		March 25	
Web	www.am980.ca		March 25	
Web	<b>toronto</b> .about.com		March 26	
Web	www.cartt.ca/ <b>news</b>		March 26	
Web	electrostar377.wordpress.com		March 26	