

**Promoting the introduction of area code 367 in  
Eastern Québec  
currently served by area codes 418 and 581**

**Final Report**

**December 2018**

## **Communications Progress Report- December 2018**

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This Progress Report is submitted to the Relief Planning Committee (RPC) and CRTC staff for the 418/581 Overlay project.

This report outlines the public relations activities that the Telecommunications Alliance (TA) has undertaken to generate awareness for the introduction of new 367 area code in Eastern Québec. 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 418/581 area.

### **About the Telecommunications Alliance**

The Telecommunications Alliance has been put in place to manage the introduction of an additional area code in the 418 and 581 area. Members of the TA are: Bell, Rogers, TELUS and Vidéotron.

### **Communications 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, governments, businesses and residents.

### **Target Audiences**

- Consumers
- Businesses
- Media
- Governments (municipal, provincial, federal)

## Execution

### February 2017- June 2017

- Development of the TA web site: [www.newareacodes.ca](http://www.newareacodes.ca) and [www.indicatifregionaux.ca](http://www.indicatifregionaux.ca)
- Development of key messages and questions and answers document
- Personalized letter to Government officials (federal, provincial)
- Media relations: Issue of news release via CNW
- Information letter (drive-to-web) for key stakeholders including:
  - Municipalities
  - Chambers of Commerce
  - Business Associations

### June 2017- September 2018

- Media relations: Issue of news release via CNW

### October 2018- December 2018

- Media relations: Issue of news release via CNW
- Information note to Government officials (provincial) and to Chambers of Commerce

## Results

The Telecommunications Alliance communications campaign was successful in terms of providing information and raising awareness about the introduction of the new area code 367.

- The media coverage was excellent: All major dailies, community papers, TV and radio stations covered the story.
- No negative impacts

## Telecommunications Alliance Timeline of Communication activities

<b>Timeline</b>	<b>Tactics</b>	<b>Target</b>
February 6, 2017	TA web site update	Business and consumer markets
February 6, 2017	Key messages document	
April 25, 2017	Media Coverage and interviews	Media
May 23, 2017	News release	Media
May 23, 2017	Information note	Government elected officials
May 23, 2017	Information Letter ( drive-to-web)	Municipalities and business associations
May 23, 2018	News release	Media
November 13, 2018	News release	Media
November 13, 2018	Reminder note	Provincial Government elected officials and Chambers of Commerce

## MEDIA COVERAGE –MAY 2017

Type of media	Title of Media	City/Region	Date of publication	Date of interview
Print	Journal de Québec	Québec	April 25	
Print	Le Soleil	Québec	April 25	
Print	Journal Métro	Québec	April 25	
Print	Montreal Gazette	Montréal	May 23	
Print	Le Quotidien	Chicoutimi	May 24	
Radio	Passion FM 100,5	Bellechasse	April 25	
Radio	FM 93	Québec	April 25	
Radio	Énergie 98,9	Québec	April 25	
Radio	FM 1069	Mauricie	April 25	
Radio	CKMN FM	Rimouski	April 25	
Radio	Radio X	Saguenay	April 27	April 27
Radio	Radio Énergie	Saguenay	May 23	May 23
Radio	Radio 105-3	Matane	May 24	May 24
Radio	Radio 94,9	Baie des Chaleurs	May 23	
Radio	CIEU FM	Gaspésie	May 23	
Radio	CKMM FM	Rimouski	May 24	
Radio	Bleu FM (les midi lunch)	Ste-Anne des Monts	May 24	
Radio	CHNC	Gaspésie	May 24	
Radio	Rouge fm	Saguenay	May 24	
Radio	Mix 99,7	Beauce	May 24	
Radio	CFIM 92,7	Iles de la Madeleine	June 14	June 14
Television	TVA nouvelles		April 25	
Web	<a href="http://ici.radio-canada.ca/nouvelle/1030071/nouvel-indicatif-regional-quebec-est-telephone">http://ici.radio-canada.ca/nouvelle/1030071/nouvel-indicatif-regional-quebec-est-telephone</a>		April 25	
Web	<a href="http://www.journaldequebec.com/2017/04/25/nouvel-indicatif-regional-a-quebec-le-367-sajoutera-au-418-et-au-581-lan-prochain">http://www.journaldequebec.com/2017/04/25/nouvel-indicatif-regional-a-quebec-le-367-sajoutera-au-418-et-au-581-lan-prochain</a>		April 25	
Web	<a href="http://passion-fm.com/nouvelles/Le-nouvel-indicatif-regional-367-sera-en-vigueur-en-2018-2017-04-25-15-24">http://passion-fm.com/nouvelles/Le-nouvel-indicatif-regional-367-sera-en-vigueur-en-2018-2017-04-25-15-24</a>		April 25	
Web	<a href="http://www.tvnouvelles.ca/2017/04/25/un-nouvel-indicatif-regional-sajoutera-dans-lest-de-la-province">http://www.tvnouvelles.ca/2017/04/25/un-nouvel-indicatif-regional-sajoutera-dans-lest-de-la-province</a>		April 25	
Web	<a href="http://www.lapresse.ca/le-soleil/affaires/techno/201704/25/01-5091646-apres-le-418-et-le-581-voici-le-367.php">http://www.lapresse.ca/le-soleil/affaires/techno/201704/25/01-5091646-apres-le-418-et-le-581-voici-le-367.php</a>		April 25	
Web	<a href="http://www.lavantage.qc.ca/actualites/societe/2017/4/25/nouvel-indicatif-regional-dans-l-est-du-quebec.amp.html">http://www.lavantage.qc.ca/actualites/societe/2017/4/25/nouvel-indicatif-regional-dans-l-est-du-quebec.amp.html</a>		April 25	
Web	<a href="https://www.facebook.com/JdeQuebec/posts/1376160115772979">https://www.facebook.com/JdeQuebec/posts/1376160115772979</a>		April 25	
Web	<a href="http://www.fm93.com/regional-quebec/nouvelles/418-581-et-bient-t-367-833315.html">http://www.fm93.com/regional-quebec/nouvelles/418-581-et-bient-t-367-833315.html</a>		April 25	
Web	<a href="http://www.iheartradio.ca/energie/energie-quebec/nouvelles/nouvel-indicatif-region-dans-la-region-de-quebec-1.2564641">http://www.iheartradio.ca/energie/energie-quebec/nouvelles/nouvel-indicatif-region-dans-la-region-de-quebec-1.2564641</a>		April 25	
Web	<a href="https://www.scoopnest.com/fr/user/JdeQuebec/857037089107582976">https://www.scoopnest.com/fr/user/JdeQuebec/857037089107582976</a>		April 25	
Web	<a href="http://www.fm1069.ca/regional/nouvelles/418-581-et-bientot-367-833315.html">http://www.fm1069.ca/regional/nouvelles/418-581-et-bientot-367-833315.html</a>		April 25	
Web	<a href="http://www.lavantagegaspesien.com/actualites/societe/2017/4/25/nouvel-indicatif-">http://www.lavantagegaspesien.com/actualites/societe/2017/4/25/nouvel-indicatif-</a>		April 25	

	regional-dans-l-est-du-quebec.html			
Web	<a href="http://canada.niooz.fr/nouvel-indicatif-regional-a-quebec-le-367-s-ajoutera-au-418-et-au-581-l-an-prochain-17785880.shtml">http://canada.niooz.fr/nouvel-indicatif-regional-a-quebec-le-367-s-ajoutera-au-418-et-au-581-l-an-prochain-17785880.shtml</a>		April 25	
Web	<a href="https://www.titrespresse.com/35907451612/bientot-nouvel-indicatif-regional">https://www.titrespresse.com/35907451612/bientot-nouvel-indicatif-regional</a>		April 25	
Web	<a href="https://www.pressreader.com/canada/le-soleil/20170426/281689729702159">https://www.pressreader.com/canada/le-soleil/20170426/281689729702159</a>		April 25	
Web	<a href="http://ckmn.fm/2017/04/25/un-nouvel-indicatif-regional-en-2018/">http://ckmn.fm/2017/04/25/un-nouvel-indicatif-regional-en-2018/</a>		April 25	
Web	<a href="https://www.grandstires.com/nouvelles-generales/grosse-nouvelle-dans-le-monde-des-telecommunications">https://www.grandstires.com/nouvelles-generales/grosse-nouvelle-dans-le-monde-des-telecommunications</a>		April 25	
Web	<a href="http://www.enmanchette.ca/actualite/actualite-nationale/297869-nouvel-indicatif-regional-dans-lest-du-quebec">http://www.enmanchette.ca/actualite/actualite-nationale/297869-nouvel-indicatif-regional-dans-lest-du-quebec</a>		April 25	
Web	<a href="https://stopru.org/a-third-area-code-for-quebec-and-the-east/719">https://stopru.org/a-third-area-code-for-quebec-and-the-east/719</a>		April 25	
Web	<a href="http://journalmetro.com/actualites/national/1124888/nouvel-indicatif-regional-dans-lest-du-quebec/">http://journalmetro.com/actualites/national/1124888/nouvel-indicatif-regional-dans-lest-du-quebec/</a>		April 25	
Web	<a href="http://www.lavantage.qc.ca/actualites/2017/5/23/un-nouvel-indicatif-regional-pour-l-est-du-quebec.html">http://www.lavantage.qc.ca/actualites/2017/5/23/un-nouvel-indicatif-regional-pour-l-est-du-quebec.html</a>		May 23	
Web	<a href="http://www.cieufm.com/le-367-fera-son-apparition">http://www.cieufm.com/le-367-fera-son-apparition</a>		May 23	
Web	<a href="http://www.leclaireurprogres.ca/actualites/2017/5/23/un-nouvel-indicatif-regional-dans-la-region-est-du-quebec.html">http://www.leclaireurprogres.ca/actualites/2017/5/23/un-nouvel-indicatif-regional-dans-la-region-est-du-quebec.html</a>		May 23	
Web	<a href="http://www.lavoixdusud.com/actualites/2017/5/23/un-nouvel-indicatif-regional-dans-la-region-est-du-quebec.html">http://www.lavoixdusud.com/actualites/2017/5/23/un-nouvel-indicatif-regional-dans-la-region-est-du-quebec.html</a>		May 23	
Web	<a href="http://www.quebechebdo.com/national/2017/5/23/apres-le-418-et-le-581--voici-le-367.html">http://www.quebechebdo.com/national/2017/5/23/apres-le-418-et-le-581--voici-le-367.html</a>		May 23	
Web	<a href="https://radiogaspesie.ca/nouvelles/actualite/nouvel-indicatif-regional-lest-quebec/">https://radiogaspesie.ca/nouvelles/actualite/nouvel-indicatif-regional-lest-quebec/</a>		May 23	
Web	<a href="http://montrealgazette.com/news/local-news/eastern-quebec-to-add-area-code-367-to-fill-demand-for-new-numbers">http://montrealgazette.com/news/local-news/eastern-quebec-to-add-area-code-367-to-fill-demand-for-new-numbers</a>		May 24	
Web	<a href="http://www.lifeinquebec.com/new-area-code-for-eastern-quebec-14190/">http://www.lifeinquebec.com/new-area-code-for-eastern-quebec-14190/</a>		May 24	
Web	<a href="http://www.lapresse.ca/le-quotidien/actualites/20170523/01-5100644-un-nouvel-indicatif-regional-pour-lest-du-quebec.php">http://www.lapresse.ca/le-quotidien/actualites/20170523/01-5100644-un-nouvel-indicatif-regional-pour-lest-du-quebec.php</a>		May 24	
Web	<a href="http://www.courrierfrontenac.qc.ca/actualites/2017/5/23/un-nouvel-indicatif-regional-dans-la-region-est-du-quebec.html">http://www.courrierfrontenac.qc.ca/actualites/2017/5/23/un-nouvel-indicatif-regional-dans-la-region-est-du-quebec.html</a>		May 24	
Web	<a href="http://ckmn.fm/2017/05/23/nouvel-indicatif-regional/">http://ckmn.fm/2017/05/23/nouvel-indicatif-regional/</a>		May 24	

## MEDIA COVERAGE – MAY 2018

Type of media	Title of Media	City/Region	Date of publication	Date of interview
Print	Journal Metro		May 23	
Print	Le Soleil	Québec	May 23	
Print	L'Avantage	Rimouski	May 23	
Radio	102,1	Québec	May 23	May 23
Radio	Ici Radio-Canada Nouvelles		May 23	
Radio	Radio Énergie 94,5		May 23	
Radio				
Web	<a href="https://www.newswire.ca/fr/news-releases/nouvel-indicatif-regional-367-pour-la-region-est-du-quebec-683431431.html">https://www.newswire.ca/fr/news-releases/nouvel-indicatif-regional-367-pour-la-region-est-du-quebec-683431431.html</a>		May 23	
Web	<a href="http://journalmetro.com/actualites/national/1580963/indicatif-367-dans-lest-du-quebec-en-novembre/">http://journalmetro.com/actualites/national/1580963/indicatif-367-dans-lest-du-quebec-en-novembre/</a>		May 23	
Web	<a href="https://www.lesoleil.com/actualite/est-du-quebec-lindicatif-regional-367-introduit-">https://www.lesoleil.com/actualite/est-du-quebec-lindicatif-regional-367-introduit-</a>		May 23	

	en-novembre-f9b9c50d1fe1d3bcdb5f4cfec704d270			
Web	<a href="http://www.enmanchette.ca/actualite/actualite-nationale/390361-indicatif-367-dans-lest-du-quebec-en-novembre">http://www.enmanchette.ca/actualite/actualite-nationale/390361-indicatif-367-dans-lest-du-quebec-en-novembre</a>		May 23	
Web	<a href="http://www.lapresse.ca/affaires/economie/medias-et-telecoms/201805/23/01-5182858-un-nouvel-indicatif-regional-le-367-sera-introduit-au-quebec.php">http://www.lapresse.ca/affaires/economie/medias-et-telecoms/201805/23/01-5182858-un-nouvel-indicatif-regional-le-367-sera-introduit-au-quebec.php</a>		May 23	
Web	<a href="https://www.blvd.fm/actualites/2373-nouveau-code-regional-a-quebec">https://www.blvd.fm/actualites/2373-nouveau-code-regional-a-quebec</a>		May 23	
Web	<a href="http://canada.niooz.fr/indicatif-367-dans-l-est-du-quebec-en-novembre-25374246.shtml">http://canada.niooz.fr/indicatif-367-dans-l-est-du-quebec-en-novembre-25374246.shtml</a>		May 23	
Web	<a href="https://quebec.huffingtonpost.ca/2018/05/23/indicatif-regional-367-quebec_a_23441641/">https://quebec.huffingtonpost.ca/2018/05/23/indicatif-regional-367-quebec_a_23441641/</a>		May 23	
Web	<a href="https://www.lavantage.qc.ca/actualites/2018/5/23/telephonie--indicatif-regional-367-introduit-dans-l-est-du-quebe.html">https://www.lavantage.qc.ca/actualites/2018/5/23/telephonie--indicatif-regional-367-introduit-dans-l-est-du-quebe.html</a>		May 23	
Web	<a href="https://ici.radio-canada.ca/nouvelle/1102651/418-581-367-implante-telephone-cellulaire">https://ici.radio-canada.ca/nouvelle/1102651/418-581-367-implante-telephone-cellulaire</a>		May 23	
Web	<a href="https://www.facebook.com/HuffPostQuebec/posts/1786697574752037">https://www.facebook.com/HuffPostQuebec/posts/1786697574752037</a>		May 23	
Web	<a href="https://www.lequotidien.com/actualites/est-du-quebec-lindicatif-regional-367-introduit-en-novembre-f9b9c50d1fe1d3bcdb5f4cfec704d270">https://www.lequotidien.com/actualites/est-du-quebec-lindicatif-regional-367-introduit-en-novembre-f9b9c50d1fe1d3bcdb5f4cfec704d270</a>		May 23	
Web	<a href="http://www.canada-today.com/news/367-area-code-to-be-introduced-in-eastern-quebec-in-november">http://www.canada-today.com/news/367-area-code-to-be-introduced-in-eastern-quebec-in-november</a>		May 23	
Web	<a href="https://www.zone911.com/actualites/divers/item/26676-un-nouvel-indicatif-regional-367-bientot-en-service">https://www.zone911.com/actualites/divers/item/26676-un-nouvel-indicatif-regional-367-bientot-en-service</a>		May 23	
Web	<a href="http://passion-fm.com/nouvelles/Le-nouvel-indicatif-telephonique-367-sera-introduit-dans-la-region-2018-05-23-10-06-00-6074">http://passion-fm.com/nouvelles/Le-nouvel-indicatif-telephonique-367-sera-introduit-dans-la-region-2018-05-23-10-06-00-6074</a>		May 23	
Web	<a href="http://rimq.qc.ca/article/municipal/categorie/technologie/71/702186/nouvel-indicatif-regional-367-pour-la-region-est-du-quebec.html">http://rimq.qc.ca/article/municipal/categorie/technologie/71/702186/nouvel-indicatif-regional-367-pour-la-region-est-du-quebec.html</a>		May 23	
Web	<a href="https://www.msn.com/fr-ca/actualites/other/apres-le-418-et-le-581-le-367-est-implante-dans-la-region/ar-AAxHfkt">https://www.msn.com/fr-ca/actualites/other/apres-le-418-et-le-581-le-367-est-implante-dans-la-region/ar-AAxHfkt</a>		May 23	
Web	<a href="http://news.netia.ca/n/582197-le-367-un-nouvel-indicatif-regional-au-quebec-des-novembre">http://news.netia.ca/n/582197-le-367-un-nouvel-indicatif-regional-au-quebec-des-novembre</a>		May 23	
Web	<a href="http://www.iheartradio.ca/energie/energie-saguenay/nouvelles/apres-le-418-et-le-581-il-y-aura-bientot-un-nouvel-indicatif-regional-1.3836301">http://www.iheartradio.ca/energie/energie-saguenay/nouvelles/apres-le-418-et-le-581-il-y-aura-bientot-un-nouvel-indicatif-regional-1.3836301</a>		May 23	
Web	<a href="http://www.wknd.fm/actualites/1739-nouveau-code-regional-a-quebec#.Wwa9j617Q3g">http://www.wknd.fm/actualites/1739-nouveau-code-regional-a-quebec#.Wwa9j617Q3g</a>		May 23	
Web	<a href="http://canada.niooz.fr/le-367-un-nouvel-indicatif-regional-au-quebec-des-novembre-25375217.shtml">http://canada.niooz.fr/le-367-un-nouvel-indicatif-regional-au-quebec-des-novembre-25375217.shtml</a>		May 23	
Web	<a href="https://www.facebook.com/permalink.php?id=471020985450&amp;story_fbid=10160457127390451">https://www.facebook.com/permalink.php?id=471020985450&amp;story_fbid=10160457127390451</a>		May 23	
Web	<a href="https://www.courrierfrontenac.qc.ca/nouvel-indicatif-regional-novembre/">https://www.courrierfrontenac.qc.ca/nouvel-indicatif-regional-novembre/</a>		May 23	
Web				

## MEDIA COVERAGE – NOVEMBER 2018

Type of media	Title of Media	City/Region	Date of publication	Date of interview
Print	Le Soleil		Nov 24	Nov 23
Print	Le Quotidien		Nov 24	
Print				
Radio	Radio Canada (Québec)		Nov 24	Nov 22
Radio	Passion FM		Nov 24	
Web	<a href="https://www.newswire.ca/fr/news-releases/introduction-du-nouvel-indicatif-regional-367-dans-la-region-est-du-quebec-700353662.html">https://www.newswire.ca/fr/news-releases/introduction-du-nouvel-indicatif-regional-367-dans-la-region-est-du-quebec-700353662.html</a>		Nov 13	

Web	<a href="http://www.lepeuplelotbiniere.ca/1298/A_la_une_aujourd_hui.html?id=40802">http://www.lepeuplelotbiniere.ca/1298/A_la_une_aujourd_hui.html?id=40802</a>	Nov 13	
Web	<a href="https://twitter.com/GenevieveProulx/status/1062371165577142272">https://twitter.com/GenevieveProulx/status/1062371165577142272</a>	Nov 13	
Web	<a href="https://rimq.qc.ca/article/municipal/categorie/technologie/71/732001/introduction-du-nouvel-indicatif-regional-367-dans-la-region-est-du-quebec-.html">https://rimq.qc.ca/article/municipal/categorie/technologie/71/732001/introduction-du-nouvel-indicatif-regional-367-dans-la-region-est-du-quebec-.html</a>	Nov 13	
Web	<a href="https://www.trendingsnippets.com/CA/b/20181113/Introduction-du-nouvel-indicatif-régional-367-dans-la-région-est-du-Québec">https://www.trendingsnippets.com/CA/b/20181113/Introduction-du-nouvel-indicatif-régional-367-dans-la-région-est-du-Québec</a>	Nov 13	
Web	<a href="https://www.cbc.ca/news/canada/montreal/new-area-code-eastern-quebec-367-1.4903543">https://www.cbc.ca/news/canada/montreal/new-area-code-eastern-quebec-367-1.4903543</a>	Nov 13	
Web	<a href="https://montrealgazette.com/news/local-news/the-411-on-367-eastern-quebec-to-get-new-area-code">https://montrealgazette.com/news/local-news/the-411-on-367-eastern-quebec-to-get-new-area-code</a>	Nov 13	
Web	<a href="http://www.newslocker.com/en-ca/region/montreal/the-411-on-367-eastern-quebec-to-get-new-area-code/">http://www.newslocker.com/en-ca/region/montreal/the-411-on-367-eastern-quebec-to-get-new-area-code/</a>	Nov 13	
Web	<a href="https://www.lavantage.qc.ca/article/2018/11/15/introduction-du-nouvel-indicatif-regional-367-dans-la-region">https://www.lavantage.qc.ca/article/2018/11/15/introduction-du-nouvel-indicatif-regional-367-dans-la-region</a>	Nov 15	
Web	<a href="https://www.facebook.com/cbcquebec/">https://www.facebook.com/cbcquebec/</a>	Nov 15	
Web	<a href="https://www.beaucemedia.ca/communiqués/un-nouvel-indicatif-telephonique-pour-la-beauce/">https://www.beaucemedia.ca/communiqués/un-nouvel-indicatif-telephonique-pour-la-beauce/</a>	Nov 15	
Web	<a href="http://www.journaldelevis.com/1079/Affaires.html?id=33332">http://www.journaldelevis.com/1079/Affaires.html?id=33332</a>	Nov 22	
Web	<a href="http://passion-fm.com/nouvelles/Le-nouvel-indicatif-telephonique-367-sera-en-vigueur-dans-la-region-2018-11-23-07-19-00-6827">http://passion-fm.com/nouvelles/Le-nouvel-indicatif-telephonique-367-sera-en-vigueur-dans-la-region-2018-11-23-07-19-00-6827</a>	Nov 23	
Web	<a href="https://ici.radio-canada.ca/nouvelle/1137758/nouvel-indicatif-regional-367">https://ici.radio-canada.ca/nouvelle/1137758/nouvel-indicatif-regional-367</a>	Nov 24	
Web	<a href="http://passion-fm.com/nouvelles/Le-nouvel-indicatif-telephonique-367-sera-en-vigueur-dans-la-region-2018-11-23-07-19-00-6827">http://passion-fm.com/nouvelles/Le-nouvel-indicatif-telephonique-367-sera-en-vigueur-dans-la-region-2018-11-23-07-19-00-6827</a>	Nov 24	
Web	<a href="https://www.lesoleil.com/actualite/lindicatif-367-sur-les-afficheurs-des-samedi-f45f7dd4961d197eea344074c6dad9d6">https://www.lesoleil.com/actualite/lindicatif-367-sur-les-afficheurs-des-samedi-f45f7dd4961d197eea344074c6dad9d6</a>	Nov 24	
Web	<a href="https://www.msn.com/fr-ca/actualites/quebec-canada/lindicatif-367-sur-les-afficheurs-dès-samedi/ar-BBQ1OdP">https://www.msn.com/fr-ca/actualites/quebec-canada/lindicatif-367-sur-les-afficheurs-dès-samedi/ar-BBQ1OdP</a>	Nov 24	
Web	<a href="https://www.lequotidien.com/actualites/lindicatif-367-sur-les-afficheurs-des-samedi-f45f7dd4961d197eea344074c6dad9d6">https://www.lequotidien.com/actualites/lindicatif-367-sur-les-afficheurs-des-samedi-f45f7dd4961d197eea344074c6dad9d6</a>	Nov 24	
Web	<a href="https://www.facebook.com/PassionFmBellechasse/photos/a.422152377837743/2072563529463278/?type=3">https://www.facebook.com/PassionFmBellechasse/photos/a.422152377837743/2072563529463278/?type=3</a>	Nov 24	
Web	<a href="http://cihofm.com/nouvelles/L-indicatif-regional-367-voit-le-jour-aujourd-hui-2018-11-24-09-29">http://cihofm.com/nouvelles/L-indicatif-regional-367-voit-le-jour-aujourd-hui-2018-11-24-09-29</a>	Nov 24	
Web	<a href="http://www.pressreader.com/canada/le-soleil/20181124/281715500667086">http://www.pressreader.com/canada/le-soleil/20181124/281715500667086</a>	Nov 24	
Web	<a href="https://www.fm93.com/nouvelles/art-de-vivre/169462">https://www.fm93.com/nouvelles/art-de-vivre/169462</a>	Nov 25	
Web	<a href="http://www.iheartradio.ca/rouge-fm/rouge-fm-rimouski/nouvelles/un-nouvel-indicatif-regional-pour-l-est-du-quebec-1.8581026">http://www.iheartradio.ca/rouge-fm/rouge-fm-rimouski/nouvelles/un-nouvel-indicatif-regional-pour-l-est-du-quebec-1.8581026</a>	Nov 26	
Web	<a href="https://news.google.com/stories/CAAqOQgKljNDQkITSURvSmMzUnZjbmt0TXpZd1NoTUtFUWkycnEzSWtZQU1FVHZoZVFFQWVZM1pLQUFQAQ?hl=fr-CA&amp;gl=CA&amp;ceid=CA:fr">https://news.google.com/stories/CAAqOQgKljNDQkITSURvSmMzUnZjbmt0TXpZd1NoTUtFUWkycnEzSWtZQU1FVHZoZVFFQWVZM1pLQUFQAQ?hl=fr-CA&amp;gl=CA&amp;ceid=CA:fr</a>	Nov 26	

**PROGRESS REPORT  
INDIVIDUAL CARRIERS**



<b>Date</b>	<b>Tactics</b>	<b>Target</b>
March, 2017	Bell.ca new area codes page	All customers
May 2017/ongoing	Messaging for frontline customer care, call centres for customer inquiries	All customers
April, May, 2017	Bill messages, email, text messages	Residential customers – wireline and wireless in Québec
April, May, 2017	Letters, email	Business customers in Québec
May 2018	Internal notification/reminder	Frontline representatives
May-June 2018	Bill message	Customers in Quebec
May-June 2018	SMS message	Wireless customers in Quebec



<b>Date</b>	<b>Tactics</b>	<b>Target</b>
July-August 2017	Rogers is deploying a bill message or SMS to all Rogers wireless customers in the relevant area promoting the introduction of the new area code.	Rogers, Fido and Chatr customers (consumer and business)
July-August 2017	Rogers is notifying frontline customer care staff and responding to customer inquiries about the new area code	Rogers, Fido and Chatr customers (consumer and business)
August 2018	Postpaid: Rogers is deployed a bill message to all Rogers wireless customers in the relevant area promoting the introduction of the new area code.	Rogers, Fido and Chatr customers (consumer and business)

September 2018	Prepaid: Rogers deploying SMS	Rogers, Fido and Chatr customers (consumer and business)
ONGOING	Frontline customer care staff have information regarding new area code to to customer inquiries about the new area code	Rogers, Fido and Chatr customers (consumer and business)



Date	Tactics	Target
April 2017	TELUS web site	Business and Consumer markets
May 2017	TELUS agent awareness	Business and Consumer markets
May 2017	Targeted customer message	Business and Consumer markets
Apr 26 – May 23, 2018	Bill message	Consumer customers
Aug 1 – Aug 28, 2018	Bill message	Consumer customers
Oct 1- Oct 28, 2018	Bill Message	Consumer customers
Apr 26 – May 23, 2018	Bill insert	Business customers
Aug 1 – Aug 28, 2018	Bill insert	Business customers
Oct 1- Oct 28, 2018	Bill insert	Business customers
May 11 – Aug 22, - Oct 19, 2018	E-mail message (Bill Analyzer)	Business customers
Aug 1 – Aug 28, 2018	Bill insert	Partner customers
May 11 – Aug 22 - Oct 19, 2018	Bill insert	Partner customers
May – Aug- Oct 2018	Internal Communications: <ul style="list-style-type: none"> <li>- Bulletin Information Operationnel</li> <li>- Vente bureau d'affaires</li> <li>- News hub</li> <li>- BSE Marketing Bulletin</li> </ul>	Frontline representatives



Date	Tactics	Target
Week of June 19, 2017	Internal communications and briefing	Customer facing employees
Week of June 26, 2017	Communications to customers	Customers located in the 418/581 area



November 28, 2018

**RE: Consumer Awareness Task Force (CATF) Final Report for New NPA 367 to overlay NPAs 418/581**

Allstream has notified all front line employees of the arrival of the new area code 367 for the 418/581 region. Front line employees are prepared to address questions or concerns consumers may have regarding the new NPA.

Sincerely,

A handwritten signature in black ink that reads "Kim Isaacs".

Kim Isaacs  
Allstream  
Director of Carrier Relations  
[Kim.Isaacs@allstream.com](mailto:Kim.Isaacs@allstream.com)  
763-745-8463



Comwave Networks Inc.  
61 Wildcat Road  
Toronto, ON  
M1J 2P5

**Consumer Awareness Task Force (CATF) Final Progress Report for new NPA code 367 overlay  
NPAs 418/581**

Comwave Networks has notified to all front line staffs included support centers, business account representatives and sales teams of the new NPA 367. The front line staff has received sufficient information and prepared to address questions or concerns by consumers.

Sincerely,

Albert Yin  
Comwave Networks Inc.



**Consumer Awareness task force (CATF) for the 418/581 overlay project**

**New NPA 367 to Overlay NPAs 418/581**

**June 14, 2017**

PROGRESS REPORT #2

Iristel Inc. has notified all front line sales channels and internal staff of the new area code, 367.

We are in the process of sending Consumer Awareness Notices to all our customers to advise them of the new area code herein.

Thank you!

Respectfully,

A handwritten signature in blue ink, appearing to read "Michelle Preda", enclosed in a thin black rectangular border.

**MICHELLE PRED A**  
Regulatory Affairs

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