

TELECOMMUNICATIONS
ALLIANCE

Promoting the introduction of NPA 579 in the 450 Area

Final Report

September 2010

Communications Progress Report

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

This report outlines the public relations activities that the Telecommunications Alliance (TA) has undertaken to generate awareness for the introduction of the new area code 579 in the 450 area. Also included in this report, are the reports submitted by individual members.

About the Telecommunications Alliance

The Telecommunications Alliance has been put in place to manage the introduction of the new area codes in 613 and 450 areas. Members of the TA are: Bell (including Bell Mobility); Vidéotron; Rogers Wireless; TELUS (including TELUS mobility); and all other carriers operating in the affected regions. The Alliance is chaired by Bell and Vidéotron.

The role of co-chairs is to lead the Alliance initiatives and approve all communications on behalf of the members.

Target Audiences

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

Communication Objectives

- Generate awareness of the introduction of the new area code in 450 area.
- Inform consumers and businesses
 - Make them aware that any new telephone numbers may include the new area code
 - Reassure them that there will be no changes in local dialing
 - Make them aware that the prefix 1 is not required for local calls
 - Limit negative perceptions and reactions to these changes.
- Provide the Telecommunications Alliance members with consistent, core communication materials to be used to generate awareness of new area codes.
- Continue to lay the foundation for seamless addition of new NPA codes in the future.

Communication Strategies

TA implemented a multi-phased communications plan to address the required steps for a smooth transition .

- The objective of phase one—Awareness campaign—was to raise awareness of the new area code and that the prefix 1 is not required for local 10-digit dialing to, from, or within the new area code or the current 450 area code.
Timeframe: September – December 2009
- The last phase- focused on ensuring residents and businesses are aware that a new area code will start being used.
Timeframe: January – September 2010

Execution

PR PROGRAM

PHASE 1–AWARENESS CAMPAIGN

September- December 2009

- Development of the Alliance web site: www.region450.com
- Distribution of key messages and questions and answers document to the members of the Alliance
- Media relations
 - Writing and issue of news release via CNW
 - Targeted distribution to business publications, regional media and web portals
- Advertorial in the Journal Les Affaires
- Information letter for associations in the 450 region

PR Program

Phase 2– Action incentive Campaign

January – September 2010

- Media relations
 - Writing and issue of news releases via CNW
 - Targeted distribution to business publications, regional media and web portals
 - Media monitoring (including regional weeklies)
- Advertorial in the Journal Les Affaires
- Information letter (drive-to-Web) for associations in the 450 region

COMMUNICATION ACTIVITIES

Telecommunications Alliance

Tactics	Date
	2009
TA Web site	Week of September 21
Key messages	September 28
Press release	September 29
Advertorial in Journal Les Affaires	November 26
Information letter to stakeholders	November 27
	2010
Press release	June 1
Advertorial in Journal Les Affaires	June 5
Reminder Information letter to stakeholders	June 7
Final Press Release	August 23

Bell Canada

Tactics
New area code page on bell.ca
Messages on the account to residential and business customers
Briefing to all 310-bell call centre frontline employees
Customers letters
SMS message to mobility customers

Bell Aliant (Télébec)

Tactics
New area code page on telebec.com
Messages on the account to residential and business customers

Vidéotron

Tactics
Messages on the account to residential and business customers
Briefing to all call centre frontline employees

Message on the Internet web site

TELUS

Tactics	Date
Letter to business customers located in the 450 region and surrounding areas (514 and 438 area codes)	January 2010
Letter to wholesalers	January 2010
Bill insert sent out to all business customers in Québec (wireline)	April 2010
Bill insert sent out to all wholesalers (wireline)	April 2010
Message on the account to business and residential customers (wireless)	July, August and September 2010

ACTQ

Tactics	Date
Briefing to all service providers	April 12, 2010

Media Report

MEDIA COVERAGE -PHASE 1 (SEPTEMBER 2009)

Type of media	Title of Media	City/Region	Name of journalist	Date of publication	Date of interview
Print	Le Journal de Montréal	Montreal		September 30	
Print	Presse Canadienne	Montreal	Lise Milette	September 30	September 29
Radio	CFAV-AM Laval	Laval	Jean-Philippe Denoncourt	September 29	
Radio	CHOM-FM Montreal	Montreal	Ted Bird	September 29	
Radio	CJFM (Virgin) Montréal	Montreal	Cat Spencer	September 29	
Radio	CBF (SRC-R1) Montréal	Montreal	Joane Prince	September 29	
Radio	CHMP-Fm	Montreal	Any Guillemette	September 29	
Radio	CBF Montréal	Montreal	Marie-Andrée Talbot	September 29	
Radio	Info 690 Montréal	Montreal	Valérie Leboeuf	September 29	
Radio	CFZZ (BOOM-FM)	St-Jean-Sur-Richelieu	Marie-Pierre Boucher	September 29	
Radio	CBF SRC-R1	Montreal	René Homier-Roy	September 30	
Radio	CKTF -FM	Montreal	Carl Bernier	September 30	
Radio	CJBR	Rimouski	Mario Aubé	September 30	
Radio	CHAA-FM	Longueuil	Benoit Livernoche	October 2	
Television	CFJP V Montréal	Montreal	Ève Couture	September 29	
Television	CFCF CTV Montréal	Montreal	Todd Van Der Heyden	September 29	
Television	CBC on line	Montreal	PHILIP DEMONT	September 29	September 29
Web	Canoë.com			September 29	
Web	Argent			September 29	

Web	La vie rurale			September 29	
Web	Le Lézard.com			September 29	
Web	Le courrier du sud			September 29	
Web	www.985fm.ca			September 29	

MEDIA COVERAGE -PHASE 2 (JUNE 2010)

Type of media	Title of Media	City/Region	Name of journalist	Date of publication	Date of interview
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Print	Metro	Montréal	Marie-Noëlle Gagné		June 1
Print	24 heures	Montréal	Jean-François Villeneuve		June 1
Print	L'express	Lanaudière			June 2
Print	La voix des Mille-Îles	Laurentides		June 8	
Print	La Voix de l'Est	Granby		June 1	
Print	Le Soleil	Québec		June 2	
Print	Your Local Journal	Hudson		June 3	
Print	Hebdo Rive-Nord	Repentigny		June 5	
Print	L'Express Montcalm	Joliette		June 9	
Print	Le Courrier du Sud	Longueuil	Léo Gagnon	June 10	
Print	L'Étoile	Vaudreuil-Dorion	Valérie Tremblay		June 21

Radio	98,5 FM	Montréal		June 1	
	Rock Détente	Montréal		June 1	
	CBC radio	Montréal		June 1	June 1

Television	Canal Argent	Montréal	Sophie Lemieux	June 1	June 1
Television	Radio Canada (téléjournal)	Montréal		June 1	
Television	CBC	Montréal			

Web	Canoë.ca	Montréal		June 1	
Web	www.journalmetro.com/.	Montréal		June 1	
Web	lapresseaffaires.cyberpresse.ca/.	Montréal		June 1	
Web	lcn.canoe.ca/lcn/infos/regional/..	Montréal		June 1	
Web	www.ruefrontenac.com	Montréal		June 1	
Web	www.985fm.ca	Montréal		June 1	

Web	www.rockdetente.com	Montréal		June 1	
Web	www.lelezard.com/	Montréal		June 1	
Web	argent.canoe.ca	Montréal		June 1	
Web	canada.sejour-voyages	Montréal		June 1	
Web	mediasud.ca	Montréal		June 1	
Web	lejournaldequebec.canoe.ca	Montréal		June 1	
Web	theglobeandmail.com	Toronto		June1	
Web	cbc.ca	Montréal		June 1	
Web	cpam1610.com	Montréal		June 1	
Web	maregion.ca	Beauce		June 1	
Web	lexpress.to	Toronto		June 1	
Web	M1035fm.com	Montréal		June 1	
Web	Friendfeed.com	Montréal		June 1	
Web	Publihebdo.com	Longueuil		June 1	
Web	circulairedequebec.com	Québec		June 1	
Web	circulairedecharlevoix.com			June 1	
Web	tvrs.ca			June 1	
Web	nouvelles.sympatico.ca			June 1	
Web	finance.sympatico.ca			June 1	
Web	lechodelaval.canoe.ca			June 1	
Web	lejournaldemontreal.canoe.ca	Montréal		June 1	
Web	lcn.canoe.ca	Montréal		June 1	
Web	vtele.ca	Montréal		June 1	
Web	technaute.cyberpresse.ca	Montréal		June 1	
Web	maregion.ca			June 1	
Web	mediasud.ca			June 1	
Web	canadianbusiness.com			June 1	
Web	mediacastermagazine.com			June 1	
Web	cp24.com	Toronto		June 1	
Web	ca.news.yahoo.com			June 1	
Web	ca.news.finance.yahoo.com			June 1	
Web	montreal.ctv.ca	Montréal		June 1	
Web	toronto.ctv.ca	Toronto		June 1	
Web	cjad.com	Montréal		June 1	
Web	610ctb.com			June 1	
Web	newstalk1010.com			June 1	
Web	theyee.ca			June 1	
Web	news1130.com			June 1	
Web	metronews.ca/calgary	Calgary		June 1	
Web	metronews.ca/edmonton	Edmonton		June 1	
Web	metronews.ca/ottawa	Ottawa		June 1	
Web	metronews.ca/toronto	Toronto		June 1	
Web	metronews.ca/vancouver	Vancouver		June 1	
Web	am1150.ca			June 1	
Web	finance.alphatrade.com			June 1	
Web	start.shaw.ca			June 1	
Web	mysask.com			June 1	
Web	albertalocalnews.com			June 1	
Web	sasklifestyles.com			June 1	

Web	kbsradio.ca			June 1	
Web	penticton.ok.bc.ca			June 1	
Web	theglobeandmail.com	Toronto		June 1	
Web	news.sympatico.ca			June 1	
Web	kelownadailycourier.ca			June 1	
Web	macleans.ca			June 1	
Web	am980.ca			June 1	
Web	y108.ca			June 1	
Web	mjtimes.sk.ca			June 1	
Web	montreal.virginradio.ca	Montréal		June 1	
Web	news.ca.msn.com			June 1	
Web	money.ca.msn.com			June 1	
Web	theguardian.pe.ca			June 1	
Web	thespec.ca			June 1	
Web	brandonsun.com			June 1	
Web	kelowna.com			June 1	
Web	westkelowna.com			June 1	
Web	nbbusinessjournal.canadaeast.com			June 1	
Web	techno.branchez-vous.com	Montréal		June 1	
Web	chamblymatin.com	Chambly		June 1	
Web	news.singtao.ca	Toronto		June 1	
Web	lecourrierdusud.canoe.ca	Longueuil		June 1	
Web	monteregieweb.com/MonSaintBruno	Saint-Bruno		June 1	
Web	brandonsun.com			June 1	
Web	kelowna.com			June 1	
Web	westkelowna.com			June 1	
Web	nbbusinessjournal.canadaeast.com			June 2	
Web	techno.branchez-vous.com	Montréal		June 2	
Web	chamblymatin.com	Chambly		June 2	
Web	news.singtao.ca	Toronto		June 2	
Web	lecourrierdusud.canoe.ca	Longueuil		June 7	
Web	monteregieweb.com/MonSaintBruno	Saint-Bruno		June 11	

MEDIA COVERAGE -PHASE 2 (AUGUST 2010)

Type of media	Title of Media	City/Region	Name of journalist	Date of publication	Date of interview
Print	Le Soleil	Québec		August 22	
Print	24H Montréal			August 23	
Print	La Presse	Montréal	Catherine Handfield	August 24	August 23
Print	Le courrier du sud	Montréal		August 25	
Print	L'écho du Nord	Rive Nord		August 25	
Radio	985 fm	Montréal		August 21	
Radio	1035 FM	Montréal		August 23	
Radio	Rock détente	Montréal		August 23	

Radio	1033 FM	Montréal		August 24	
Television	Global Montréal CKMI	Montréal		August 21	
Television	TVA Québec – CFCM	Québec		August 21	
Television	TVA Ottawa – CHOT	Ottawa		August 21	
Television	TVA Sherbrooke – CHLT	Sherbrooke		August 21	
Television	TVA Rivière-du-Loup – CIMT	Rivière du Loup		August 21	
Television	TVA Montréal – CFTM	Montréal		August 21	
Television	TVA Chicoutimi – CJPM	Chicoutimi		August 21	
Television	TVA Rouyn-Noranda – CFEM	Rouyn-Norenda		August 21	
Television	SRC Québec - CBVT	Québec		August 21	
Television	RDI – SRC Nouvelles	Montréal		August 21	
Television	RDI	Montréal		August 21	
Television	V Télé	Montréal		August 21	
Television	CTV -CFCF	Montréal		August 22	
Television	Radio Canada	Montréal		August 23	
Television	Canal Argent	Montréal		August 21-23	
Web	mediasud.ca	Montréal		August 21	
Web	journaldemontreal.canoe.ca	Montréal		August 21	
Web	www.24hmontreal.canoe.ca	Montréal		August 21	
Web	lejournaldequebec.canoe.ca	Québec		August 21	
Web	lcn.canoe.ca	Montréal		August 21	
Web	www.fr.canoe.ca	Montréal		August 21	
Web	www.vtele.ca	Montréal		August 21	
Web	technet.amerquebec.net	Montréal		August 21	
Web	radiocanada.ca	Montréal		August 21	
Web	journalmetro.com	Montréal		August 21	
Web	Qc.news.yahoo.com	Montréal		August 21	
Web	actualités.ca.msn.com	Montréal		August 21	
Web	Fr.aol.ca	Montréal		August 21	
Web	chezmaya.com	Montréal		August 21	
Web	villedecarignan.org	Montréal		August 21	
Web	lesaffaires.com	Montréal		August 23	
Web	lametropole.com	Montréal		August 23	
Web	monteregieweb.com	Montréal		August 23	
Web	Radio-acton.com	Acton		August 23	
Web	matin.branchez-vous.com	Montréal		August 23	
Web	argent.canoe.ca	Montréal		August 23	
Web	lesbuzz.com			August 23	
Web	combourse.com			August 23	
Web	farnham.enregion.ca	Montréal		August 23	
Web	M1035fm.com	Montréal		August 23	

Web	umq.qc.ca	Montréal		August 23	
Web	planete.qc.ca			August 23	
Web	olig.net	Montréal		August 23	
Web	lelezard.com			August 23	
Web	www.mediacastermagazine.com			August 23	
Web	www.broadcastermagazine.com			August 23	
Web	www.canadianbusiness.com			August 23	
Web	www.finance.alphatrade.com			August 23	
Web	abitemis.info			August 23	
Web	manchettes.ca			August 23	
Web	W5montréal.com	Montréal		August 23	
Web	montrealgazette.com	Montréal		August 23	
Web	Granby.enregion.ca	Granby		August 23	
Web	ameriquebec.net			August 23	
Web	sante.qc.ca			August 23	
Web	lechodunord.canoe.ca			August 23	
Web	www.fm1033.ca			August 24	
Web	farnham.enregion.ca	Montréal		August 24	
Web	www.lecourrierdusud.canoe.ca	Montréal		August 24	
Web	www.fr.kadabram.com			August 24	
Web	cyberpresse.ca	Montréal		August 23-24	