

TELECOMMUNICATIONS
ALLIANCE

Promoting the introduction of NPA 343 in the 613 Area

Final Report

June 2010
Revised July 6, 2010

Communications Progress Report

This Report is submitted to the Relief Planning Committee (RPC) and CRTC staff for the 613 Overlay project.

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 343 in the 613 area (Eastern Ontario). Also included in this document are the report submitted by Bell, Vidéotron and Telus.

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 613 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 613 area code.
Timeframe: May – December, 2009
- The last phase- focused on ensuring residents and businesses in 613 are aware that a new area code will start being used.
Timeframe: January – May, 2010

Execution

PR PROGRAM

PHASE 1–AWARENESS CAMPAIGN

September- December 2009

- Development of the Alliance web site: www.region613.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 Ottawa Citizen
- Information letter for associations in the 613 region

PR Program

Phase 2- Action incentive Campaign

Jan – May 2010

- Media relations
 - Writing and issue of news release via CNW
 - Targeted distribution to business publications, regional media and web portals
 - Media monitoring (including regional weeklies)
- Advertorial in the Ottawa Citizen
- Information letter (drive-to-Web) for associations in the 613 region

COMMUNICATION ACTIVITIES

Telecommunications Alliance

Tactics	Date
TA Web site	Week of September 21, 2009
Key messages	September 28, 2009
Press release	September 29, 2009
Advertorial in Ottawa Citizen	November 26, 2009
Information letter to stakeholders	November 26, 2009
Press release	April 14, 2010
Advertorial in Ottawa Citizen	April 20, 2010
Reminder Information letter to stakeholders	April 20, 2010
Final Press Release	May 17, 2010

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

Vidéotron

Tactics
New area code page on videotron.com
Messages on the account to residential and business customers
Briefing to all call centre frontline employees

Telus

Tactics
Bill message to clients in the impacted area. 3 messages were sent in April, May and June 2010.

Media Coverage

Type of media	Title of Media	City/Region	Name of journalist	Date of publication	Date of interview
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Print	National Post	Ottawa		Sept 30, 2009	
Print	Presse Canadienne	Ottawa			Sept 29, 2009
Print	Express d'Ottawa	Ottawa			Sept 29, 2009
Print	Metro	Ottawa	Miranda		April 14, 2010
Print	Brockville Recorder and Times newspaper	Brockville	Nick Gardner		April 16, 2010
Print	Ottawa Sun	Ottawa	Justin Sadler	April 15, 2010	
Print	Kingston Whig-Standard	Kingston	N/A	April 15, 2010	
Print	24 Hours	Ottawa	N/A	April 15, 2010	
Print	Pembroke Daily Observer	Pembroke	Tina		April 16, 2010
Print	Ottawa Citizen	Ottawa	Megan Hurley		May 17, 2010

Radio	CBOF (SRC-R1) Gatineau	Gatineau		Sept 29, 2009	
Radio	CFTX Gatineau	Gatineau		Sept 29, 2009	
Radio	CJRC- FM Gatineau	Gatineau		Sept 29, 2009	
Radio	CBF Montréal	Montréal		Sept 29, 2009	
Radio	CBOF Gatineau	Gatineau		Sept 30, 2009	
Radio	CIMF-FM Gatineau	Gatineau		Sept 30, 2009	
Radio	CFTX Gatineau	Gatineau		Sept 30, 2009	
Radio	My FM radio Napanee	Napanee	Scott Arseneault		April 14, 2010
Radio	Lake FM radio	Perth	Ian		April 14,

					2010

Television	CHOT TV Gatineau			Sept 29, 2009	
Television	A Morning	Ottawa	N/A	April 15, 2010	
Television	CTV Ottawa (CJOH)	Ottawa	N/A	April 15, 2010	
Television	CTV Cjoh	Ottawa		May 17, 2010	

Web	CBC online				Sept 29, 2009
Web	Argent				Sept 29, 2009
Web	Standard freeholder				Sept 29, 2009
Web	Le Lézard.com				Sept 29, 2009
Web	gatineau.planeteradio.ca				Sept 29, 2009
Web	www.rockdetente.com/Gatineau				Sept 29, 2009
Web	580 CFRA				April 14, 2010
Web	Mobilesyrup				April 14, 2010
Web	Northumberland.ca				April 14, 2010
Web	Trentonian.ca				April 14, 2010
Web	Standard freeholder.com				April 14, 2010
Web	The wire report.ca				April 14, 2010
Web	BrockNews.ca	Brockville	N/A		April 14, 2010
Web	OttawaSun.com	Ottawa	Justin Sadler		April 14, 2010
Web	TheReview.ca	Vankleek Hill	N/A		April 14, 2010
Web	TheWhig.com	Kingston	N/A		April 15, 2010
Web	Canadian Business.com				May 17, 2010
Web	CBC.ca				May 17, 2010
Web	Ottawacitizen.com				May 17,

				2010	
Web	brocknews.ca			May 17, 2010	
Web	news.aol.ca			May 17, 2010	
Web	windsorstar.com			May 17, 2010	
Web	ottawasun.com			May 17, 2010	
Web	twitter.com			May 17, 2010	
Web	cfra.com			May 17, 2010	