

# **Promoting the introduction of new area code 468 in Québec**

**Final Report**

**November 2022**

## **Communications Progress Report**

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This final report is submitted to the Relief Planning Committee (RPC) and CRTC staff for the 819/873 overlay project. The report outlines the public relations activities that the Telecommunications Alliance (TA) has undertaken to generate awareness for the introduction of the new 468 area code in Québec. 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 were 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

#### March - October 2022

- Email notifications to Government officials (federal, provincial); Municipalities and Chambers of Commerce
- Media relations
  - Issue of news releases

| <b>Timeline</b> | <b>Tactics</b>     | <b>Target</b>  |
|-----------------|--------------------|--|
| March           | TA web site update | Business and Consumer markets                                    |
| March 22        | Media release      | Media  |
| March 22        | E mail note        | Governments (Federal & Provincial)                               |
| March 22        | E mail note        | Municipalities, business associations and other key stakeholders |
| October 19      | Media release      | Media  |
| October 19      | Reminder notice    | Business associations and other key stakeholders                 |
|                 |                    |  |

## Annexes

### MEDIA COVERAGE -PHASE 1: MARCH 2022

| Type of media | Title of Media  | Date of publication | Date of interview |
|---------------|---|---------------------|-------------------|
| Radio         | Radio Canada Tout un matin  | March 22            |                   |
| Radio         | Cogeco Media 107, 7 Sherbrooke  | March 22            | March 22          |
| Radio         | CJAD  | March 22            |                   |
| Radio         | 106,9 Mauricie  | March 22            | March 22          |
| Radio         | 103,7   | March 22            |                   |
| Radio         | 98,5  | March 22            |                   |
| Radio         | 104,7   | March 22            |                   |
| Radio         | 107,7   |                     |                   |
| Radio         | 99,5  |                     |                   |
| TV            | TVA Nouvelles   | March 22            | March 22          |
| Print         | La Presse plus  | March 23            |                   |
| Web           | <a href="https://www.lezard.com/communiqué-20297783.html">https://www.lezard.com/communiqué-20297783.html</a>   | March 22            |                   |
| Web           | <a href="https://www.newswire.ca/fr/news-releases/nouveaux-indicatifs-regionaux-au-quebec-876230894.html">https://www.newswire.ca/fr/news-releases/nouveaux-indicatifs-regionaux-au-quebec-876230894.html</a>   | March 22            |                   |
| Web           | <a href="https://www.newswire.ca/news-releases/new-area-codes-in-quebec-849411591.html">https://www.newswire.ca/news-releases/new-area-codes-in-quebec-849411591.html</a>   | March 22            |                   |
| Web           | <a href="https://finance.yahoo.com/news/area-codes-qu-bec-120000485.html">https://finance.yahoo.com/news/area-codes-qu-bec-120000485.html</a>   | March 22            |                   |
| Web           | <a href="https://www.benzinga.com/pressreleases/22/03/n26236580/new-area-codes-in-qu-bec">https://www.benzinga.com/pressreleases/22/03/n26236580/new-area-codes-in-qu-bec</a>   | March 22            |                   |
| Web           | <a href="https://www.lapresse.ca/actualites/2022-03-22/trois-nouveaux-indicatifs-regionaux-au-quebec-cet-automne.php">https://www.lapresse.ca/actualites/2022-03-22/trois-nouveaux-indicatifs-regionaux-au-quebec-cet-automne.php</a>   | March 22            |                   |
| Web           | <a href="https://www.lechodetroisrivieres.ca/actualites/societe/179931/un-nouvel-indicatif-regional-en-mauricie">https://www.lechodetroisrivieres.ca/actualites/societe/179931/un-nouvel-indicatif-regional-en-mauricie</a>   | March 22            |                   |
| Web           | <a href="https://www.userwalls.com/n/area-codes-qu-bec-2988080/">https://www.userwalls.com/n/area-codes-qu-bec-2988080/</a>   | March 22            |                   |
| Web           | <a href="https://www.ledevoir.com/societe/689502/de-nouveaux-indicatifs-regionaux-creees-pour-differentes-regions">https://www.ledevoir.com/societe/689502/de-nouveaux-indicatifs-regionaux-creees-pour-differentes-regions</a>   | March 22            |                   |
| Web           | <a href="https://dernieres-nouvelles.com/trois-nouveaux-indicatifs-regionaux-au-quebec-cet-automne/">https://dernieres-nouvelles.com/trois-nouveaux-indicatifs-regionaux-au-quebec-cet-automne/</a>   | March 22            |                   |
| Web           | <a href="https://suutan.com/fr/de-nouveaux-indicatifs-regionaux-creees-pour-differentes-regions-du-quebec">https://suutan.com/fr/de-nouveaux-indicatifs-regionaux-creees-pour-differentes-regions-du-quebec</a>   | March 22            |                   |
| Web           | <a href="https://www.tvanouvelles.ca/2022/03/22/de-nouveaux-indicatifs-regionaux-au-quebec-des-la-fin-octobre">https://www.tvanouvelles.ca/2022/03/22/de-nouveaux-indicatifs-regionaux-au-quebec-des-la-fin-octobre</a>   | March 22            |                   |
| Web           | <a href="https://www.lesaffaires.com/techno/produits-electroniques/de-nouveaux-indicatifs-regionaux-creees-pour-differentes-regions-du-quebec/631772">https://www.lesaffaires.com/techno/produits-electroniques/de-nouveaux-indicatifs-regionaux-creees-pour-differentes-regions-du-quebec/631772</a> | March 22            |                   |

|     |   |          |  |
|-----|---|----------|--|
| Web | <a href="https://montrealgazette.com/news/local-news/move-over-514-there-are-three-new-area-codes-coming-to-quebec">https://montrealgazette.com/news/local-news/move-over-514-there-are-three-new-area-codes-coming-to-quebec</a>   | March 22 |  |
| Web | <a href="https://montreal.ctvnews.ca/quebec-to-get-three-new-area-codes-this-fall-1.5829288">https://montreal.ctvnews.ca/quebec-to-get-three-new-area-codes-this-fall-1.5829288</a>   | March 22 |  |
| Web | <a href="https://ca.topnews.media/montreal/move-over-514-there-are-three-new-area-codes-coming-to-quebec/">https://ca.topnews.media/montreal/move-over-514-there-are-three-new-area-codes-coming-to-quebec/</a>   | March 22 |  |
| Web | <a href="https://www.journaldemontreal.com/2022/03/22/de-nouveaux-indicatifs-regionaux-au-quebec-des-la-fin-octobre-1">https://www.journaldemontreal.com/2022/03/22/de-nouveaux-indicatifs-regionaux-au-quebec-des-la-fin-octobre-1</a>                                     | March 22 |  |
| Web | <a href="https://lactualite.com/actualites/de-nouveaux-indicatifs-regionaux-crees-pour-differentes-regions-du-quebec/">https://lactualite.com/actualites/de-nouveaux-indicatifs-regionaux-crees-pour-differentes-regions-du-quebec/</a>                                     | March 22 |  |
| Web | <a href="https://news.today24.news/news/115555.html">https://news.today24.news/news/115555.html</a>   | March 22 |  |
| Web | <a href="https://www.iheartradio.ca/cjad/news/quebec-to-get-three-new-area-codes-this-fall-1.17409675">https://www.iheartradio.ca/cjad/news/quebec-to-get-three-new-area-codes-this-fall-1.17409675</a>   | March 22 |  |
|     |   | March 22 |  |
| Web | <a href="https://thecanadian.news/new-area-codes-in-quebec-from-the-end-of-october/">https://thecanadian.news/new-area-codes-in-quebec-from-the-end-of-october/</a>   | March 22 |  |
| Web | <a href="https://www.latribune.ca/2022/03/22/un-nouvel-indicatif-regional-sera-introduit-dans-la-region-e72db32215cfaed323e5103ecdefd1a">https://www.latribune.ca/2022/03/22/un-nouvel-indicatif-regional-sera-introduit-dans-la-region-e72db32215cfaed323e5103ecdefd1a</a> | March 22 |  |
| Web | <a href="https://cartt.ca/quebec-to-get-three-new-area-codes-this-fall/">https://cartt.ca/quebec-to-get-three-new-area-codes-this-fall/</a>   | March 22 |  |
| Web | <a href="https://themediaword.com/three-new-area-codes-in-quebec-this-fall/">https://themediaword.com/three-new-area-codes-in-quebec-this-fall/</a>   | March 22 |  |
| Web | <a href="https://queenscitizen.ca/2022/03/22/three-new-area-codes-in-quebec-this-fall/">https://queenscitizen.ca/2022/03/22/three-new-area-codes-in-quebec-this-fall/</a>   | March 22 |  |
| Web | <a href="https://www.cbc.ca/news/canada/montreal/area-codes-telecommunications-quebec-1.6393149">https://www.cbc.ca/news/canada/montreal/area-codes-telecommunications-quebec-1.6393149</a>   | March 22 |  |
| Web | <a href="https://finance.yahoo.com/news/area-codes-qu-bec-120000485.html">https://finance.yahoo.com/news/area-codes-qu-bec-120000485.html</a>   | March 22 |  |
| Web | <a href="https://www.iheartradio.ca/cjad/news/quebec-to-get-three-new-area-codes-this-fall-1.17409675">https://www.iheartradio.ca/cjad/news/quebec-to-get-three-new-area-codes-this-fall-1.17409675</a>   | March 22 |  |
| Web | <a href="https://queenscitizen.ca/2022/03/22/three-new-area-codes-in-quebec-this-fall/">https://queenscitizen.ca/2022/03/22/three-new-area-codes-in-quebec-this-fall/</a>   | March 22 |  |
| Web | <a href="https://globalnews.ca/news/8700875/quebec-new-area-codes-2022/">https://globalnews.ca/news/8700875/quebec-new-area-codes-2022/</a>   | March 22 |  |
| Web | <a href="https://mobilesyrup.com/2022/03/22/quebec-residents-will-get-three-new-area-codes-this-fall/">https://mobilesyrup.com/2022/03/22/quebec-residents-will-get-three-new-area-codes-this-fall/</a>   | March 22 |  |
| Web | <a href="https://oicanadian.com/new-area-codes-in-quebec-from-the-end-of-october/">https://oicanadian.com/new-area-codes-in-quebec-from-the-end-of-october/</a>   | March 22 |  |
| Web | <a href="https://zomaloma.com/parts-of-quebec-are-dialing-new-area-codes-for-the-first-time-in-10-years-montreal/">https://zomaloma.com/parts-of-quebec-are-dialing-new-area-codes-for-the-first-time-in-10-years-montreal/</a>   | March 22 |  |
| Web | <a href="https://bobrtimes.com/new-area-codes-in-quebec-from-the-end-of-october/135280/">https://bobrtimes.com/new-area-codes-in-quebec-from-the-end-of-october/135280/</a>   | March 22 |  |
| Web | <a href="https://www.journaldequebec.com/2022/03/22/de-nouveaux-indicatifs-regionaux-au-quebec-des-la-fin-octobre-1">https://www.journaldequebec.com/2022/03/22/de-nouveaux-indicatifs-regionaux-au-quebec-des-la-fin-octobre-1</a>   | March 22 |  |
| Web | <a href="https://journalmetro.com/actualites/montreal/2794742/bientot-nouveaux-indicatifs-regionaux-grand-montreal/">https://journalmetro.com/actualites/montreal/2794742/bientot-nouveaux-indicatifs-regionaux-grand-montreal/</a>   | March 22 |  |
| Web | <a href="https://zomaloma.com/new-area-codes-created-for-different-regions-of-quebec/">https://zomaloma.com/new-area-codes-created-for-different-regions-of-quebec/</a>   | March 22 |  |
| Web | <a href="https://dailynews.ansneed.com/parts-of-quebec-dialing-up-new-area-codes-for-first-time-in-10-years-3042.html">https://dailynews.ansneed.com/parts-of-quebec-dialing-up-new-area-codes-for-first-time-in-10-years-3042.html</a>                                     | March 22 |  |
| Web | <a href="https://news.today24.news/news/115741.html">https://news.today24.news/news/115741.html</a>   | March 22 |  |
| Web | <a href="https://eminetracanada.com/part-of-quebec-dials-up-new-area-code-for-the-first-time-in-10-years-montreal/459702/">https://eminetracanada.com/part-of-quebec-dials-up-new-area-code-for-the-first-time-in-10-years-montreal/459702/</a>                             | March 22 |  |
| Web | <a href="https://ici.radio-canada.ca/nouvelle/1870851/nouvel-indicatif-regional-estrie-819-468">https://ici.radio-canada.ca/nouvelle/1870851/nouvel-indicatif-regional-estrie-819-468</a>   | March 22 |  |
| Web | <a href="https://ici.radio-canada.ca/nouvelle/1870886/crtc-indicatif-regional-telephone-263-354-468">https://ici.radio-canada.ca/nouvelle/1870886/crtc-indicatif-regional-telephone-263-354-468</a>   | March 22 |  |

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|-----|---|----------|--|
| Web | <a href="https://monjoliette.com/de-nouveaux-indicatifs-regionaux-apparaissent-au-quebec/">https://monjoliette.com/de-nouveaux-indicatifs-regionaux-apparaissent-au-quebec/</a>   | March 22 |  |
| Web | <a href="https://headtopics.com/ca/parts-of-quebec-dialing-up-new-area-codes-for-first-time-in-10-years-montreal-globalnews-ca-24995419">https://headtopics.com/ca/parts-of-quebec-dialing-up-new-area-codes-for-first-time-in-10-years-montreal-globalnews-ca-24995419</a>                 | March 22 |  |
| Web | <a href="https://www.cbj.ca/municipal-news/?rkey=20220322C7674&amp;filter=4784">https://www.cbj.ca/municipal-news/?rkey=20220322C7674&amp;filter=4784</a>   | March 22 |  |
| Web | <a href="http://www.carrefourdequebec.com/cnw/?rkey=20220322C0185&amp;filter=6943">http://www.carrefourdequebec.com/cnw/?rkey=20220322C0185&amp;filter=6943</a>   | March 22 |  |
| Web | <a href="http://www.bulletinaylmer.com/National-New?rkey=20220322C7674&amp;filter=10331">http://www.bulletinaylmer.com/National-New?rkey=20220322C7674&amp;filter=10331</a>   | March 22 |  |
| Web | <a href="http://www.lannonneur.ca/Pages/Nouvelles_CNW.php?rkey=20220322C0185&amp;filter=10468">http://www.lannonneur.ca/Pages/Nouvelles_CNW.php?rkey=20220322C0185&amp;filter=10468</a>   | March 22 |  |
| Web | <a href="http://www.radio-acton.com/1037/nouvelles-cnw/?rkey=20220322C0185&amp;filter=9157">http://www.radio-acton.com/1037/nouvelles-cnw/?rkey=20220322C0185&amp;filter=9157</a>   | March 22 |  |
| Web | <a href="https://magazinstoday.co.nz/pr-newswire/?rkey=20220322C7674&amp;filter=5718">https://magazinstoday.co.nz/pr-newswire/?rkey=20220322C7674&amp;filter=5718</a>   | March 22 |  |
| Web | <a href="https://www.tvnouvelles.ca/2022/03/22/de-nouveaux-indicatifs-regionaux-au-quebec-des-la-fin-octobre">https://www.tvnouvelles.ca/2022/03/22/de-nouveaux-indicatifs-regionaux-au-quebec-des-la-fin-octobre</a>   | March 22 |  |
| Web | <a href="https://www.noovo.info/nouvelle/oui-allo-decouvrez-les-nouveaux-indicatifs-regionaux-du-quebec.html">https://www.noovo.info/nouvelle/oui-allo-decouvrez-les-nouveaux-indicatifs-regionaux-du-quebec.html</a>   | March 22 |  |
| Web | <a href="https://dernieres-nouvelles.com/trois-nouveaux-indicatifs-regionaux-au-quebec-cet-automne/">https://dernieres-nouvelles.com/trois-nouveaux-indicatifs-regionaux-au-quebec-cet-automne/</a>   | March 22 |  |
| Web | <a href="https://canada.dayfr.com/nouvelles/94224.html">https://canada.dayfr.com/nouvelles/94224.html</a>   | March 22 |  |
| Web | <a href="https://www.msn.com/fr-ca/actualites/région%20de%20montréal/bientôt-de-nouveaux-indicatifs-régionaux-dans-le-grand-montréal/ar-AAVn7E4">https://www.msn.com/fr-ca/actualites/région%20de%20montréal/bientôt-de-nouveaux-indicatifs-régionaux-dans-le-grand-montréal/ar-AAVn7E4</a> | March 22 |  |
| Web | <a href="https://www.985fm.ca/audio/471526/3-nouveaux-codes-regionaux">https://www.985fm.ca/audio/471526/3-nouveaux-codes-regionaux</a>   | March 22 |  |
| Web | <a href="https://www.fm1047.ca/audio/471526/3-nouveaux-codes-regionaux">https://www.fm1047.ca/audio/471526/3-nouveaux-codes-regionaux</a>   | March 22 |  |
| Web | <a href="https://noovell.com/fr/similar/84593778">https://noovell.com/fr/similar/84593778</a>   | March 22 |  |
| Web | <a href="https://suutan.com/fr/de-nouveaux-indicatifs-regionaux-crees-pour-differentes-regions-du-quebec">https://suutan.com/fr/de-nouveaux-indicatifs-regionaux-crees-pour-differentes-regions-du-quebec</a>   | March 22 |  |
| Web | <a href="https://www.cbc.ca/news/canada/montreal/area-codes-telecommunications-quebec-1.6393149">https://www.cbc.ca/news/canada/montreal/area-codes-telecommunications-quebec-1.6393149</a>   | March 22 |  |
| Web | <a href="https://globalnews.ca/news/8700875/quebec-new-area-codes-2022/">https://globalnews.ca/news/8700875/quebec-new-area-codes-2022/</a>   | March 22 |  |
| Web | <a href="https://www.sherbrookerecord.com/new-telephone-area-codes-coming-to-quebec/">https://www.sherbrookerecord.com/new-telephone-area-codes-coming-to-quebec/</a>   | March 22 |  |
| Web | <a href="https://www.pressreader.com/canada/sherbrooke-record/20220323/281530819517593">https://www.pressreader.com/canada/sherbrooke-record/20220323/281530819517593</a>   | March 22 |  |
| Web | <a href="https://eminetracanada.com/part-of-quebec-dials-up-new-area-code-for-the-first-time-in-10-years-montreal/459702/">https://eminetracanada.com/part-of-quebec-dials-up-new-area-code-for-the-first-time-in-10-years-montreal/459702/</a>   | March 22 |  |
| Web | <a href="https://themediaword.com/three-new-area-codes-in-quebec-this-fall/">https://themediaword.com/three-new-area-codes-in-quebec-this-fall/</a>   | March 22 |  |
| Web | <a href="https://gamersgrade.com/quebec-residents-will-get-three-new-area-codes-this-fall/">https://gamersgrade.com/quebec-residents-will-get-three-new-area-codes-this-fall/</a>   | March 22 |  |
| Web | <a href="https://solozair.com/move-over-514-there-are-three-new-area-codes-coming-to-quebec/">https://solozair.com/move-over-514-there-are-three-new-area-codes-coming-to-quebec/</a>   | March 22 |  |
| Web | <a href="https://news.today24.news/news/115944.html">https://news.today24.news/news/115944.html</a>   | March 22 |  |
| Web | <a href="https://www.howtofinance.online/part-of-quebec-dials-up-new-area-code-for-the-first-time-in-10-years-montreal-eminetra-canada/">https://www.howtofinance.online/part-of-quebec-dials-up-new-area-code-for-the-first-time-in-10-years-montreal-eminetra-canada/</a>                 | March 22 |  |

## MEDIA COVERAGE -PHASE 2: OCTOBER 2022

| Type of media | Title of Media  | Date of publication | Date of interview |
|---------------|---|---------------------|-------------------|
| Radio         | Radio Canada ( C'est qui qui?)  | Oct 20              | Sept 28           |
| Radio         | Radio Canada Estrie   | Oct 20              | Oct 20            |
| Radio         | Radio Canada ( Abitibi)   | Oct 21              | Oct 21            |
| Radio         | Fm 93   | Oct 22              |                   |
| Tele          | <a href="https://www.tvnouvelles.ca/2022/10/22/de-nouveaux-indicatifs-regionaux-pour-la-province">https://www.tvnouvelles.ca/2022/10/22/de-nouveaux-indicatifs-regionaux-pour-la-province</a>   | Oct 22              |                   |
| Print         | La Presse   | Oct 15              |                   |
| Print         | La Presse Canadienne  | Oct 22              | Oct 20            |
| Print         | Journal de Québec   | Oct 22              |                   |
| Print         | Journal de Montréal   | Oct 22              |                   |
| Web           | <a href="https://plus.lapresse.ca/screens/05f1f8fb-17ba-41fa-a160-0a3f389750e5__7C__0.html?utm_content=email&amp;utm_source=lp&amp;utm_medium=referral&amp;utm_campaign=internal+share">https://plus.lapresse.ca/screens/05f1f8fb-17ba-41fa-a160-0a3f389750e5__7C__0.html?utm_content=email&amp;utm_source=lp&amp;utm_medium=referral&amp;utm_campaign=internal+share</a> | Oct 15              |                   |
| Web           | <a href="https://www.newswire.ca/news-releases/introduction-of-new-area-codes-in-quebec-887818665.html">https://www.newswire.ca/news-releases/introduction-of-new-area-codes-in-quebec-887818665.html</a>   | Oct 19              |                   |
| Web           | <a href="https://www.newswire.ca/fr/news-releases/nouveaux-indicatifs-regionaux-au-quebec-815506064.html">https://www.newswire.ca/fr/news-releases/nouveaux-indicatifs-regionaux-au-quebec-815506064.html</a>   | Oct 19              |                   |
| Web           | <a href="https://finance.yahoo.com/news/introduction-area-codes-qu-bec-120000281.html">https://finance.yahoo.com/news/introduction-area-codes-qu-bec-120000281.html</a>   | Oct 19              |                   |
| Web           | <a href="https://www.benzinga.com/presreleases/22/10/n29321431/introduction-of-new-area-codes-in-qu-bec">https://www.benzinga.com/presreleases/22/10/n29321431/introduction-of-new-area-codes-in-qu-bec</a>   | Oct 19              |                   |
| Web           | <a href="https://www.userwalls.news/n/introduction-area-codes-qu-bec-3954787/">https://www.userwalls.news/n/introduction-area-codes-qu-bec-3954787/</a>   | Oct 19              |                   |
| Web           | <a href="https://www.lesoleil.com/2022/10/19/trois-nouveaux-indicatifs-telephoniques-seront-introduits-au-quebec-samedi-prochain-cd3dad347540adee83ccdf635b37f814">https://www.lesoleil.com/2022/10/19/trois-nouveaux-indicatifs-telephoniques-seront-introduits-au-quebec-samedi-prochain-cd3dad347540adee83ccdf635b37f814</a>   | Oct 19              |                   |
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| Web           | <a href="https://actualnewsmagazine.com/english/three-new-area-codes-introduced-in-quebec-on-saturday/">https://actualnewsmagazine.com/english/three-new-area-codes-introduced-in-quebec-on-saturday/</a>   | Oct 19              |                   |
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| Web           | <a href="https://www.journaldequebec.com/2022/10/19/de-nouveaux-indicatifs-regionaux-des-samedi-au-quebec">https://www.journaldequebec.com/2022/10/19/de-nouveaux-indicatifs-regionaux-des-samedi-au-quebec</a>   | Oct 19              |                   |
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| Web | <a href="https://actualnewsmagazine.com/english/tag/quebec/">https://actualnewsmagazine.com/english/tag/quebec/</a>   | Oct 19 |  |
| Web | <a href="https://ca.news.yahoo.com/introduction-area-codes-quebec-120000281.html">https://ca.news.yahoo.com/introduction-area-codes-quebec-120000281.html</a>   | Oct 19 |  |
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| Web | <a href="https://www.journaldemontreal.com/2022/10/19/de-nouveaux-indicatifs-regionaux-des-samedi-au-quebec">https://www.journaldemontreal.com/2022/10/19/de-nouveaux-indicatifs-regionaux-des-samedi-au-quebec</a>   | Oct 19 |  |
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| Web | <a href="https://www.narcity.com/fr/3-nouveaux-indicatifs-regionaux-quebec-22-octobre-2022">https://www.narcity.com/fr/3-nouveaux-indicatifs-regionaux-quebec-22-octobre-2022</a>   | Oct 19 |  |
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| Web | <a href="https://www.journaldequebec.com/2022/10/22/de-nouveaux-indicatifs-regionaux-pour-la-province-1">https://www.journaldequebec.com/2022/10/22/de-nouveaux-indicatifs-regionaux-pour-la-province-1</a>   | Oct 22 |  |
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**PROGRESS REPORT  
INDIVIDUAL CARRIERS**



| <b>Date</b>            | <b>Tactics</b>                              | <b>Target</b>                              |
|------------------------|---|--|
| March 2022             | Information available on bell.ca and bce.ca | All customers                              |
| March and October 2022 | Internal messaging                          | Frontline customer reps                    |
| April and October 2022 | Bill messages and customer notifications    | Residential & business customers in Québec |



| <b>Date</b>           | <b>Tactics</b>  | <b>Target</b>   |
|-----------------------|---|---|
| March 7-April 6, 2022 | Postpaid: Bill message to all customers in the relevant area promoting the introduction of the new area code.                               | Rogers, Fido and Chatr customers (consumer and business)            |
| MARCH 29-30, 2022     | Pre-paid: SMS to customers in relevant area promoting the introduction of the new area code.  | Rogers, Fido and Chatr customers (consumer and business)            |
| APRIL-MAY 2022        | Notify frontline customer care agents responding to customer inquiries about the new area code in anticipation of questions from customers. | Rogers, Fido and Chatr customer care agents (consumer and business) |



| Date          | Tactics                                    | Target                                    | Status   |
|---------------|--|---|--|
| March 1, 2022 | Information available on telus.com website | All Quebec customers                      | Complete   |
| March, 2022   | Internal messaging                         | Front line agents (Business and Consumer) | March complete   |
| March, 2022   | Bill message                               | All Quebec Business customers             | March complete for WLS subscribers. WLN subscribers are receiving an email in April. |



| Date       | Tactics                                | Target    |
|------------|--|-----------|
| March 2022 | Information to be published on website | Customers |
| March 2022 | Internal notification                  | Employees |
| March 2022 | Email notification                     | Customers |



Fibernetics implemented the new NPA and everything is operating fine with no concerns

| Date            | Tactics  | Target        |
|-----------------|--|---------------|
| March 2022      | Area code pages on brand websites to be updated,                                 | All customers |
| 2Q 2022-3Q 2022 | Messages will be stated on invoices along with links to website area code pages. | All customers |
| Sept/Oct 2022   | Social media posts; and additional invoice messages                              | All customers |



| Date         | Tactics                   | Target        |
|--------------|---------------------------|---------------|
| August 2022  | Email notification        | All customers |
| October 2022 | Reminder notice by email. | All customers |



| Date           | Tactics                 | Target  |
|----------------|-------------------------|---|
| May 2022       | Internal communications | Frontline staff, technical support and marketing/communications |
| May 2022       | Website Update          | All customers   |
| June 2022      | Customer Notifications  | Residential, business, wholesale customers                      |
| September 2022 | Customer Notifications  | Residential, business, wholesale customers                      |