

Promoting the introduction of local 10-digit dialing and new area code 428 in New Brunswick

Final report

May 2023

Communications Progress Report

This final report is submitted to the Relief Planning Committee (RPC) and CRTC staff for the 506 overlay project. The report outlines the public relations and advertisement activities that the Telecommunications Alliance (TA) has undertaken to generate awareness for the introduction of local 10-digit dialing and new 428 area code in New Brunswick. 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 Objectives

- Increase awareness of 10-digit dialing and the new 428 area code that will serve the same geographic region as the 506 area code.
- Inform consumers and businesses
 - Make them aware of the new measures introduced in response to increasing demand for telecom services.
 - Encourage the use of 10-digit dialing and inform customers they must reprogram equipment before January 20, 2023.
 - Limit negative perceptions and reactions to these changes.

Communication Strategies

Phase 1 – Awareness Campaign

Awareness Campaign- focuses on raising awareness of the introduction of 10DD and a new area code.

- Target media, consumers and businesses impacted by the change.
- Ensure that the appropriate government authorities in New Brunswick are informed of the area code relief plan (federal, provincial and municipal government offices and elected officials).

Phase 2 – Action incentive campaign

Awareness Campaign- focuses on raising awareness of the introduction of 10DD and a new area code.

- Target media, consumers and businesses impacted by the change
- Ensure that the appropriate government authorities in New Brunswick are informed of the area code relief plan (federal, provincial, and municipal government offices and elected officials).
- Web Advertisement.

FINAL REPORT

MAY 2021- MAY 2023

Activities initiated by the TA

- Update of the TA web site: www.dial10.ca and www.10chiffres.ca
- Media relations
 - Issue of news releases via Cision
- E mail notifications to key stakeholders including:
 - Municipalities
 - Chambers of Commerce
 - New Brunswick Governments- Federal & Provincial
- Web Advertisement

Timeline	Tactics	Target
MAY 2021	Web site update www.dial10.ca	Business and consumer markets, media, employees
October 19, 2021	Media release	Media
October 19, 2021	E mail note	Governments (Federal & Provincial)
October 19, 2021	E mail note	Municipalities, business associations and other key stakeholders
October 20, 2022	Media release	Media
October 20, 2022	E mail notification	Governments (Federal & Provincial)
October 20, 2022	E mail notification	Municipalities, business associations and other key stakeholders
December 2022	Web advertisement campaign	Consumers and Businesses
January 18, 2023	Media release	Media
January 18, 2023	E mail reminder	Municipalities, business associations and other key stakeholders
April 2023	Media release	Media
	E mail reminder	Municipalities, business associations and other key stakeholders

Annexes

MEDIA COVERAGE -PHASE 1: OCTOBER 2021

Type of media	Title of Media	Date of publication	Date of interview
Print	Daily Gleaner- Fredericton		October 19
Web	https://www.newswire.ca/news-releases/local-10-digit-dialing-and-new-area-code-428-coming-to-new-brunswick-841249171.html	October 19	
Web	https://www.newswire.ca/fr/news-releases/la-composition-locale-a-10-chiffres-et-un-nouvel-indicatif-regional-bientot-au-nouveau-brunswick-876915573.html	October 19	
Web	https://ca.movies.yahoo.com/local-10-digit-dialing-area-110000943.html	October 19	
Web	https://finance.yahoo.com/news/local-10-digit-dialing-area-110000343.html	October 19	
Web	https://www.benzinga.com/amp/content/23435884	October 19	
Web	https://www.acadienouvelle.com/actualites/2021/10/19/n-b-des-numeros-de-telephone-a-10-chiffres-un-peu-plus-tot-que-prevu/	October 19	
Web	https://www.pressreader.com/canada/acadie-nouvelle/20211020/281573768892058	October 19	

MEDIA COVERAGE -PHASE 2: DECEMBER 2022 -JANUARY 2023

Type of media	Title of Media	Date of publication	Date of interview
Radio	CBC Radio Fredericton	Jan 13	Jan 13
Radio	CBC Radio Moncton	Jan 20	Jan 20
Radio	CBC Radio Saint John	Jan 20	Jan 20
Radio	Radio Canada Français (La Matinale)	Jan 20	Jan 20
Print			
TV	CBC NB	Dec 14, 2022	Dec 14, 2022
TV	CTV Saint John	Jan 20	Jan 20
TV	TVA Edmundston Français	Jan 19	Jan 19
Web	https://www.facebook.com/MonctonLebaneseAssociation	Jan 7	
Web	https://www.newswire.ca/fr/news-releases/la-composition-locale-a-10-chiffres-au-nouveau-brunswick-debute-le-20-janvier-871782819.html	Jan 18	
Web	https://www.newswire.ca/news-releases/local-10-digit-dialing-in-new-brunswick-starts-january-20-813950121.html	Jan 18	
Web	https://finance.yahoo.com/news/local-10-digit-dialing-brunswick-120000949.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlbmNvbS8&guce_referrer_sig=AQAAAMgNQGvHVu-Ep4YTb24NZKFXwnp2Z1GhhYZpMRFj9mRtl4z0JWNb3cV8hlcWLFJRjBESadqbEJ62t5paLI9LVd4bagqFPHB7y8J-mGT3Dv11zPWN_I5vMfKjB5dV6eD65OUrZ7jGw6aJ7bcZyjcdT_5sMiWnapDfgnVeSLtwdDeR	Jan 18	
Web	https://www.rothesay.ca/local-10-digit-dialing/	Jan 18	
Web	https://www.lelezard.com/communiqué-20738800.html	Jan 18	
Web	https://canadatoday.news/nb/new-brunswick-10-digital-local-election-begins-january-20-38551/	Jan 18	
Web	http://www.carrefourdequebec.com/cnw/?rkey=20230118C5419&filter=6943	Jan 18	
Web	http://www.lannonneur.ca/Pages/Nouvelles_CNW.php?rkey=20230118C5419&filter=10468	Jan 18	
Web	https://www.onenewspage.com/prnewswire.php?rkey=20230118C2350&filter=3968	Jan 18	
Web	https://www.tmcnet.com//usubmit/2023/01/18/9744925.htm	Jan 18	
Web	https://www.cbj.ca/municipal-news/?rkey=20230118C2350&filter=4784	Jan 18	
Web	https://www.tolerance.ca/en/newswire?rkey=20230118C2350&filter=21675	Jan 18	
Web	https://www.canadianinsider.com/local-10-digit-dialing-in-new-brunswick-starts-january-20	Jan 18	
Web	https://www.acadienouvelle.com/actualites/2023/01/08/la-composition-locale-a-10-chiffres-cest-pour-tres-bientot-au-n-b/	Jan 18	
Web	https://www.rothesay.ca/local-10-digit-dialing/	Jan 18	
Web	https://ici.radio-canada.ca/ohdio/premiere/emissions/l-heure-de-pointe-acadie/segments/chronique/428895/william-mcleod-telephone-nouveau-brunswick		
Web	https://www.country94.ca/2023/01/20/10-digit-dialing-begins-friday-in-n-b/	Jan 20	

Web	https://ca.inter.net/about/10digitdialing.php		
Web	https://ici.radio-canada.ca/nouvelle/1949698/composition-10-chiffres-telephones-indicatif-506-428	Jan 20	
Web	https://cimtchau.ca/nouvelles/nouveau-brunswick-la-composition-a-10-chiffres-en-vigueur-demain/	Jan 20	
Web	https://www.cimsfm.com/la-composition-locale-a-10-chiffres-debute-le-20-janvier-au-nouveau-brunswick/	Jan 20	
Web	https://atlantic.ctvnews.ca/new-brunswickers-now-need-to-dial-10-digits-to-make-local-calls-1.6239104	Jan 20	
Web	https://q961.com/10-digits-now-required-for-local-calls-in-new-brunswick/	Jan 20	
Web	https://www.dailymotion.com/video/x8hehx8	Jan 20	
Web	https://twitter.com/rothesay_nb	Jan 21	
Web	https://www.charlottetm.ca/news/	Jan 21	
Web	https://ici.radio-canada.ca/tele/le-telejournal-acadie/site/segments/reportage/429721/indicatif-nouveau-chiffre-numero-428	Jan 21	
Web	https://www.cfai.fm	Jan 21	

MEDIA COVERAGE -PHASE 3: APRIL 2023

Type of media	Title of Media	Date of publication	Date of interview
Web	https://www.newswire.ca/news-releases/local-10-digit-dialing-becomes-mandatory-in-new-brunswick-on-april-15-847569855.html	April 23	
Web	https://finance.yahoo.com/news/local-10-digit-dialing-becomes-110000825.html	April 23	
Web	https://www.country94.ca/2023/04/13/29437/	April 23	
Web	https://www.benzinga.com/pressreleases/23/04/n31784000/local-10-digit-dialing-becomes-mandatory-in-new-brunswick-on-april-15	April 23	
Web	https://sasatimes.com/local-10-digit-dialing-becomes-mandatory-in-new-brunswick-on-april-15/	April 23	
Web	https://www.vintonjacksoncourier.com/news_advisories/local-calls-to-require-area-code-beginning-saturday/article_925fd0b3-6beb-5c44-94c3-87e75993b999.html	April 23	
Web	https://www.newswire.ca/fr/news-releases/la-composition-locale-a-10-chiffres-devient-obligatoire-au-nouveau-brunswick-a-compter-du-15-avril-814824905.html	April 23	
Web	https://www.919thebend.ca/2023/04/13/29437/	April 23	

**PROGRESS REPORT
INDIVIDUAL CARRIERS**



Date	Tactics	Target
October 2021	Area codes page on Bellaliant.ca and BCE.ca	All customers
October 2021	Internal	All customers
September / December 2022, January 2023	Bill message	Residential customers in NB
September / December 2022, January 2023	Bill message	Business customers in NB
September / December 2022, January / February 2023	SMS	Wireless customers in NB
January 2023	Customer letters	Business customers in NB
December 2022 / January 2023	<u>Message</u> on Bell Aliant social media channels and website	All customers in Atlantic
September 2022 / January 2023	Internal messaging reminder	Frontline reps and all employees in Atlantic



Date	Tactics	Target
January 27-February 26, 2022	Postpaid: Bill message to all customers in the relevant area promoting the introduction of the new area code and 10-digit dialing.	Rogers, Fido and Chatr customers (consumer and business)
FEBRUARY 16, 2022	Pre-paid: SMS to customers in relevant area promoting the introduction of the new area code and 10-digit dialing.	Rogers, Fido and Chatr customers (consumer and business)
JANUARY-FEBRUARY, 2022 & MARCH-APRIL 2023	Notify frontline customer care agents responding to customer inquiries in anticipation of questions from customers.	Rogers, Fido and Chatr customer care agents (consumer and business)



Date	Tactics	Target
December 2020	Information available on telus.com website	All New Brunswick customers
October 2021	Internal Messaging	All Business and Consumer front line agents
October 2021	Bill Message	All New Brunswick Business and Consumer customers
April 2022	Bill Message	All New Brunswick Business and Consumer customers
April 2022	Internal Messaging	All Business and Consumer front line agents
November 2022 / January, April 2023	Bill Message	All New Brunswick Business and Consumer customers
November 2022 / January, April 2023	Internal Messaging	All Business and Consumer front line agents



Date	Tactics	Target
November 2021	Area code pages on brand websites updated	Customers
November 2021	messages stated on invoices along with links to website area code pages	Customers
Nov. 2022	Area code pages on brand websites updated	Customers
Nov. 2022 – Jan. 2023	messages stated on invoices along with links to website area code pages	Customers
Jan. 2023 – Apr. 2023	Social media posts and additional invoice messages	Customers



Date	Tactics	Target
Dec 2022	Email notifications sent and info. added to website	Customers
Dec 2022	Internal Blog released to increase awareness for front line employees that handle customer calls	Employees (Customer Care Support)
Jan – Mar, 2023	Emails to customers with 60, 30 and 10 day notifications sent	Customers
Jan – Mar, 2023	Internal blogs released for awareness on customer communications to front line employees that handle customer calls	Employees (Customer Care Support)



Date	Tactics	Target
August 2021	Internal communications	Frontline staff, technical support and marketing/communications
OCTOBER 2021	Website Update	All customers
October 2021	Billing messages	Residential and business customers
October – November 2022	Internal Communications (Repeat)	Frontline staff, technical support and marketing/communications
October – November 2022	Billing messages (Repeat)	Residential and business customers

CARRIERS BELOW HAVE NOT CONFIRMED THE COMPLETION OF THE ACTIVITIES LISTED ON THEIR COMMUNICATIONS PLAN.



Date	Tactics	Target
Nov, 2021	<i>Portal update and Bill Message</i>	Comwave Networks Inc will be planning communication to its front line staff and customers well within the RIP (Relief Implementation Plan) schedule for the new NPA 428 in New Brunswick.



Date	Tactics	Target
Nov 10th, 2021, January 2023	Internal notification	Sales agents, customer care and support
NOVEMBER 2022; MARCH 2023	Bill insert	All customers
FEBRUARY 2023	Website news	All customers



Date	Tactics	Target
April 2022	Post content and FAQ's on our website	
November 2022	Eastlink will send targeted monthly bill messages to all residential and business customers in New Brunswick. Key Message: Area code 428 is coming, as a result customers will need to utilize 10 digit dialing. We will drive traffic to website for more information	
March-April 2023	The new area code and 10 digit dialing will be communicated through social media and the customer newsletter	