

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

Progress Report #2

November 2021

Communications Progress Report !

This progress report is submitted to the Relief Planning Committee (RPC) and CRTC staff for the 506 overlay project. The report outlines the public relations activities that the Telecommunications Alliance (TA) has undertaken, for the initial segment of the communications campaign, 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).

PROGRESS REPORT

Activities initiated by the TA

MAY- NOVEMBER 2021

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

Timeline	Tactics	Target
May	Web site update www.dial10.ca	Business and consumer markets, media, employees
October 19	Media release	Media
October 19	E mail note	Governments (Federal & Provincial)
October 19	E mail note	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	

**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



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 9-10, 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	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



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
November 2023	Social media posts and additional invoice messages	Customers



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



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	