

**Promoting the introduction of new area code 873 in the
819 region in Québec**

**Consumer Awareness Task force (TA)
Progress Report**

November 2011

Communications Progress Report

This report outlines the public relations activities that the Telecommunications Alliance has undertaken to generate awareness for the introduction of new area code 873 in the 819 region. This report includes activities initiated from September 21st to October 21st, 2011.

About the Telecommunications Alliance

The Telecommunications Alliance has been put in place to manage the introduction of new area code 873 in the 819 region in Québec. Contributing members of the TA are: Bell, Rogers, TELUS and Vidéotron. The Alliance is chaired by Bell.

Target Audiences

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

Communication Objectives

- Generate awareness of the introduction of the new area code 873 in the 819 region.
- Inform consumers and businesses
 - Make them aware that any new telephone numbers may be associated with the new area code
 - Reassure them that there will be no changes in local dialing
 - Limit negative perceptions and reactions to the introduction of new area code in the region.
- Provide the Telecommunications Alliance members with consistent, core communication materials to be used to generate awareness of this new area code.
- Continue to lay the foundation for seamless addition of new area codes in the future.

Communication Strategies Phase 1 – Awareness Campaign

Awareness Campaign- focuses on raising awareness of the introduction of new area code 873.
Timeframe: September 2011 – April 2012

PR PROGRAM
PHASE 1–AWARENESS CAMPAIGN
September- October 2011

- Alliance web site: www.newareacodes.ca; www.indicatifregionaux.ca
- Media relations
 - Writing of key messages and question and answer document
 - Writing and issue of news release via CNW
 - Targeted distribution to business publications, regional media and web portals (110)
 - Media monitoring
- Information letter to Governments officials
 - Personalized letter distributed to Provincial and Federal elected officials and to municipalities located in the targeted area. (207)
- Letter to Business associations and other Stakeholders
 - Development of an information document posted on the TA website (media and association section)
 - Mailing list includes Chambers of Commerce and business associations (170)
- Advertisement
 - Print advertisement and web banner in 3 selected medias (Le Droit, Le Nouvelliste, La Tribune).
 - Date of publication: October 15, for the print ad; week of October 13, for the web banner.

TIMELINE OF COMMUNICATION ACTIVITIES

Phase 1 Awareness campaign: September – October 2011

Timeline	Tactics
September 20	Q&A Distributed to TA members
September 21	TA Web site
September 21	Information document posted on TA web site
October 12	Press release
October 12	Information letter to Governments elected Officials
October 13	Mailing to business associations
October 15	Print Advertisement
October 13-October 19	Web Banner

ANNEXES

MEDIA REPORT

Type of media	Title of Media	City/Region	Date of publication	Date of interview
Print	Gazette	Montreal	September 22	
Print	Journal de Montréal	Montréal	October 13	
Print	Écho de l'Abitibi	Abitibi		October 13
Print	La Gatineau	Outaouais	October 17	
Radio	97,3		October 13	
Radio	Première Chaîne de Radio-Canada	Outaouais	October 16	
Radio				
Television	TVA	Montréal	October 12	
Television	LCN	Montréal	October 12	
Television	V express	Québec	October 12	
Television	V express	Gatineau	October 12	
Television	V express	Montréal	October 12	
Television	V express	Sherbrooke	October 12	
Television	V express	Rivière du Loup	October 12	
Television	V express	Saguenay	October 12	
Web	fr.canoe.ca		October 12	
Web	mobilesyryp.com		October 12	
Web	ca.finance.yahoo.com		October 12	
Web	mediacastermagazine.com		October 12	
Web	broadcastermagazine.com		October 12	
Web	tvanouvelles.ca		October 12	
Web	actionredaction.com		October 12	
Web	montreal.radionrj.ca		October 12	
Web	immigrer-au-quebec.com/nouvellesDuCanada		October 12	
Web	ca.finance.yahoo.com		October 12	
Web	article.wn.com/		October 12	
Web	actionredaction.com/un-nouvel-indicatif-regional-pour-la-region		October 12	
Web	finance.alphatrade.com/		October 12	
Web	tmcnet.com/		October 12	
Web	profectio.com/873		October 12	
Web	O973.com		October 13	
Web	Abitibi express.ca		October 13	

Web	Radio-Canada.ca	outaouais	October 13	
Web	passionrock.com		October 13	
Web	nouvelles.sympatico.ca		October 13	
Web	fr-ca.actualites.yahoo.com		October 13	
Web	www.umq.qc.ca		October 13	
Web	www.lienmultimedia.com/		October 13	
Web	www.lesnouvellesrss.com		October 13	
Web	www.lagatineau.com		October 13	
	www.lienmultimedia.com		October 13	
Web	actualites.ca.msn.com		October 13	
Web	lechoabitibien.canoe.ca		October 13	
Web	vivelequebec.info/telephonie- 873		October 13	
Web	www.annuaire-inverse.net		October 13	
Web	www.sante.qc.ca		October 13	
Web	www.lelezard.com/sujet41- nouveaux		October 13	
Web	abitibiexpress.ca		October 16	
Web	Municipalité.lapatrie.qc.ca		October 17	
Web	lagatineau.com		October 17	
Web	infotechno.ca		October 17	

WEB BANNER SCREEN SHOT

The screenshot displays the Cyberpresse.ca website interface. At the top, there is a green banner for Dell with the text "10 jours d'aubaines" and Intel Core i5 logos. To the right is an ADTECH logo with the tagline "THE WORLD OF MARKETING TECHNOLOGIES". Below the banner, the site's navigation menu includes "PLAN DU SITE", "FTL RSS", and user options like "Ouvrir une session" and "S'inscrire". The main header features the "cyberpresse.ca" logo, a search bar, and a "Rechercher sur Cyberpresse" button. A secondary navigation bar lists categories such as "CYBERPRESSE.CA", "LA PRESSE AFFAIRES", "MON CINEMA", "MON TOIT", "MON VOLANT", and "TECHNAUTE". Below this, a red navigation bar contains links for "Accueil", "Actualités", "Arts", "Blogs", "Chroniqueurs", "International", "Photos", "Place publique", "Sports", "Vidéos", "Vins", "Vivre", and "Voyage".

The main content area is titled "Le Nouvelliste" and lists various news categories: "Festival western de Saint-Tite", "Télévision", "Actualités", "Arts & Spectacles", "Dossiers", "Économie", "Justice et faits divers", "La vie...", "Opinions", "Portraits historiques", "Sports", "Tête d'affiche", and "Vie régionale". A breadcrumb trail reads "Le Nouvelliste > Justice et faits divers > Quatre pompiers extirpent un jeune homme des flammes". The article is dated "Publié le 13 octobre 2011 à 06h56" and "Mis à jour à 06h56". The headline is "Quatre pompiers extirpent un jeune homme des flammes". Below the headline is a photograph showing three firefighters in a dark environment, likely at a fire scene.

On the right side of the page, there is a yellow banner advertisement for "ALLIANCE DES TÉLÉCOMMUNICATEURS". The banner features a map of Quebec with the text "CE QUE VOUS DEVEZ SAVOIR" and "819 + 873".

PRINT ADVERTISEMENT

UN NOUVEL INDICATIF RÉGIONAL POUR LE **819**

Pour répondre à la demande croissante de nouveaux numéros de téléphone dans la région desservie par le 819, un nouvel indicatif – le **873** – sera introduit sur tout ce territoire à compter du 15 septembre 2012. La composition à 10 chiffres s'appliquera aux appels locaux entre le 819 et le 873.



Le nouvel indicatif

Le 819 couvre un large territoire dans le nord, centre et ouest du Québec et dessert entre autres les régions de Drummondville, Gatineau, Mont Laurier, Montbello, Sherbrooke, St-Jovite, Trois-Rivières et Val D'Or. L'indicatif 873 couvrira la même région que le 819. L'ajout du 873 répond à la forte demande pour de nouveaux numéros de téléphone découlant de la popularité des outils de télécommunication comme la téléphonie et l'internet sans fil.

Les numéros avec l'indicatif actuel ne changent pas

**Seuls les nouveaux numéros
obtiendront le nouvel indicatif**

**Les zones d'appels locaux
restent les mêmes**

**Les numéros spéciaux comme
le 9-1-1 demeurent à trois chiffres
partout sur le territoire**

Pour plus de renseignements, visitez le site de l'Alliance des télécommunicationnaires, tel regroupement BÉK, Rogers, Bell et Vidéotron: www.indicatifregionaux.ca