

**Promoting the introduction of new area codes in the  
416/647 and 905/289 areas**

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

**November 2011**

# **Communications Progress Report**

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This report outlines the public relations activities that the Telecommunications Alliance has undertaken to generate awareness for the introduction of new area codes in the Greater Toronto Area. This report includes activities initiated from September 21<sup>st</sup> to October 21<sup>st</sup>, 2011.

## **About the Telecommunications Alliance**

The Telecommunications Alliance has been put in place to manage the introduction of new area codes in the Greater Toronto Area in Ontario. 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 codes in the 416/647 and 905/289 areas.
- Inform consumers and businesses
  - Make them aware that any new telephone numbers may be associated with the new area codes
  - Reassure them that there will be no changes in local dialing
  - Limit negative perceptions and reactions to the introduction of new area codes in the region.
- Provide the Telecommunications Alliance members with consistent, core communication materials to be used to generate awareness of these new area codes.
- 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 codes.  
Timeframe: September 2011 – December 2012

**PR PROGRAM**  
**PHASE 1–AWARENESS CAMPAIGN**  
**September- October 2011**

- Alliance web site: [www.newareacodes.ca](http://www.newareacodes.ca); [www.indicatifregionaux.ca](http://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 (65 )
  - Media monitoring
- Information letter to Governments officials
  - Personalized letter distributed to Provincial and Federal elected officials and to municipalities located in the targeted areas. (180 )
- 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 (130)

**TIMELINE OF COMMUNICATION ACTIVITIES**

*Phase 1 Awareness campaign: September – October 2011*

<b>Timeline</b>	<b>Tactics</b>
September 20	Q&A Distributed to TA members
September 21	TA Web site
September 21	Information document posted on TA web site
September 22	Press release
September 22	Information letter for Governments elected Officials
September 27	Mailing to business associations

## MEDIA REPORT

Type of media	Title of Media	City/Region	Date of publication	Date of interview
Print	Gazette	Montreal	Sept 22	
Print	Sing Tao	Toronto		Sept 22
Print	Financial Post	Toronto	Sept 23	
Print	St. Catharines Standard	St-Catharines		Oct 4
Radio	CKTB	St. Catharines	Sept 22	Sept 22
Radio	Durham Radio		Sept 22	Sept 22
Radio	Chum FM		Sept 22	
Radio	1057 ezrocck	Niagara	Sept 22	
Radio	Boom 973	Toronto	Sept 23	
Radio	Chuc	Cobourg	Sept 27	Sept 27
Television				
Television				
Web	www.marketnews.ca		Sept 22	
Web	www.allvoices.com		Sept 22	
Web	www.hereshow.ca		Sept 22	
Web	www.oakville.com		Sept 22	
Web	oneclick.indiatimes.com		Sept 22	
Web	www.prweb.com		Sept 22	
Web	news.nationalpost.com		Sept 22	
Web	oneclick.indiatimes.com		Sept 22	
Web	610cktb.com		Sept 22	
Web	www.hereshow.ca		Sept 22	
Web	www.chumfm.com		Sept 22	
Web	www.silobreaker.com		Sept 22	
Web	www.burlington.net		Sept 22	
Web	tweetmeme.com		Sept 22	
Web	www.torontoheadlines.ca		Sept 22	
Web	www.vancouversun.com		Sept 22	
Web	www.i-canada-news.com/canada-news-toronto		Sept 22	
Web	925thebeat.ca		Sept 22	
Web	toronto.alltop.com		Sept 22	
Web	www.calgaryherald.com		Sept 22	
Web	tibidy.com		Sept 22	
Web	www.digitaljournal.com		Sept 22	
Web	insidetoronto.com		Sept 22	
Web	digitaljournal.com		Sept 22	
Web	newz4u.net		Sept 22	
Web	www.windsorstar.com		Sept 22	
Web	www.cartt.ca		Sept 22	
Web	onespot.wsj.com		Sept 22	
Web	www.onenewspage.com		Sept 22	

Web	www.headline <b>news</b> online.com		Sept 22	
Web	www.ontarion <b>news</b> 24.ca		Sept 22	
Web	www.onestop <b>news</b> stand.com		Sept 22	
Web	tibidy.com		Sept 22	
Web	story.torontotelegraph.com		Sept 22	
Web	www.silobreaker.com		Sept 22	
Web	1057ezrock.com		Sept 22	
Web	Leaderpost.com		Sept 22	
Web	singTao.ca		Sept 22	
Web	www.canada.com		Sept 23	
Web	morningstar.com		Sept 23	
Web	www.durhamradion <b>ews</b> .com		Sept 23	
Web	business.financialpost.com		Sept 23	
Web	torontodaily <b>mail</b> .com		Sept 24	
Web	www.ask.com/wiki/ <b>Greater_Toronto_Area</b>		Sept 25	
Web	story.torontotelegraph.com		Sept 27	