

**Promoting the introduction of new area code 548 in
southwestern Ontario**

Final Report

June 2016

Communications Progress Report

This Progress Report is submitted to the Relief Planning Committee (RPC) and CRTC staff for the 226/519 Overlay project.

This report outlines the public relations activities that the Telecommunications Alliance (TA) has undertaken to generate awareness for the introduction of new 548 area code in southwestern Ontario. As the chair of the CATF and Telecommunications Alliance, Bell supervised the execution of this plan.

Also included in this document are individual reports provided by carriers operating in the 226/519 area.

Communication Objectives

- Generate awareness of the introduction of the 548 area code in the 226/519 area.
- Inform consumers and businesses
 - Make them aware that any new telephone numbers may be associated with the new 548 area code
 - Reassure them that there will be no changes in local dialling
 - Limit negative perceptions and reactions to the introduction of a third 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.
- Provide open communication channels to address questions and concerns from residents and businesses regarding the implementation of the new overlay area code.
- Continue to lay the foundation for seamless addition of new area codes in the future.

Target Audiences

- Consumers
- Businesses
- Media
- Government agencies (municipal, provincial, federal)

Execution

PHASE 1–September 2014- January 2015

- Telecom Alliance web site update: www.newareacodes.ca www.indicatifsregionaux.ca
- Key messages and questions and answers document
- Personalized letter to Government officials (federal, provincial)
- Media relations
 - Issue of news release via CNW
 - Targeted distribution to business publications, regional media and web portals
- Information letter (drive-to-web) for Municipalities, Business associations and other Key Stakeholders

June 2015- April 2016

- Telecom Alliance web site update: www.newareacodes.ca www.indicatifsregionaux.ca
- Media relations
 - Issue of news release via CNW
 - Targeted distribution to business publications, regional media and web portals
 - Media interviews
- Reminder letter (drive-to-web) to Key Stakeholders

April 2016- June 2016

- Media relations
 - Issue of news release via CNW
 - Media interviews
- Reminder letter (drive-to-web) to Key Stakeholders

Results

The Telecommunications Alliance communications campaign was successful in terms of providing information and raising awareness about the introduction of the new area code 548.

- The media coverage was excellent with more than 250 articles and broadcasts throughout the campaign.
- All major dailies, community papers, TV and radio stations covered the story.
- No negative impacts

Telecommunications Alliance Timeline of Communication activities

Tactics	Date	Target market
TA website update	September 2014	Media, consumer and business markets.
Key messages document	September 2014	Spokesperson
Personalized letter to Government officials	January 20, 2015	Governments (Federal & Provincial)
News release	January 20, 2015	Media <ul style="list-style-type: none"> - All major dailies and community newspapers covered the news. - 11 interviews - Total reach 8,815,000
Letter of information	January 20, 2015	Municipalities (104) Chambers of Commerce (52) Business Associations (10)
TA website update	July 2015	Media, consumer and business markets.
News release	October 29, 2015	Media <ul style="list-style-type: none"> - All major dailies and community newspapers covered the news. - 6 interviews - Coverage: over 50 mentions
Reminder note	October 29, 2015	Chambers of Commerce (52) Business Associations (10)
News release	May 31, 2016	Media <ul style="list-style-type: none"> - All major dailies and community newspapers covered the news. - 13 interviews - Coverage: over 100 mentions
Reminder note	May 31, 2016	Chambers of commerce

MEDIA COVERAGE JANUARY 2015

Type of media	Title of Media	City/Region	Date of publication	Date of interview
Print	London Free Press	London		Jan 20
Print	Sarnia Observer	Sarnia		Jan 20
Print	Windsor Star	Windsor		
Print	Western U Student Paper	London		Jan 20
Print	Blackburn News	Windsor		Jan 20
Print	Record Newspaper	Kitchener		Jan 20
Print	Guelph Mercury	Guelph		Jan 20
Print	Fanshawe College	London		Jan 22
Radio	AM 980	London	Jan 20	
Radio	myFM radio	Kincardine	Jan 20	Jan 20
Radio	104,7	Oxford	Jan 20	
Radio	101,7	Wingham	Jan 20	
Radio	610	St. Catharines	Jan 20	
Radio	94,1			
Radio	CBC radio one (93,5 and 107,5)	London and Kitchener	Jan 22	Jan 22
Radio	Jewel 92 Fm Afternoon news	Brantford	Jan 22	Jan 22
Television	CTV news	Windsor	Jan 20	Jan 20
Television	CBC news	Windsor	Jan 20	
Web	http://www.newswire.ca/en/story/1474563/new-area-code-for-southwestern-ontario		Jan 20	
Web	https://ca.finance.yahoo.com/news/area-code-southwestern-ontario-12000756.html		Jan 20	
Web	http://financialreview.biz/news/new-area-code-for-southwestern-ontario		Jan 20	
Web	http://www.am980.ca/2015/01/20/london-getting-new-area-code-in-2016/		Jan 20	
Web	http://www.areacodelocations.info/news/new-ontario-area-code-548/		Jan 20	
Web	http://news.money.ca/2015/01/20/new-area-code-for-southwestern-ontario/		Jan 20	
Web	article.wn.com/view/2015/01/20		Jan 20	
Web	www.fm95.ca/cnw/index.html?doc=201501200700CANADANWCANADAPF_C8744&dir=16		Jan 20	
Web	http://www.lelezard.com/communique-5970992.html		Jan 20	
Web	http://francopresse.ca/index.cfm?Repertoire_No=1151936421&Voir=menu&M=4187&l=cafr&cnw=1&doc=201501200700CANADANWCANADAPF_C8744&dir=16		Jan 20	
Web	http://northstarnews.com/news/prnewswire.php?doc=201501200700CANADANWCANADAPR_C8896&dir=15		Jan 20	
Web	http://www.oldernotdead.com/lifestyle/index.asp?doc=201501200700CANADANWCANADAPR_C8896&dir=15		Jan 20	
Web	http://www.liveatpc.com/prnewswireasia?doc=201501200700CANADANWCANADAPR_C8896&dir=15		Jan 20	
Web	http://www.resourcesquarterly.com/prnewswire/?doc=201501200700CANADANWCANADAPR_C8896&dir=15		Jan 20	
Web	http://www.rubinsmarketingandnetworking.com/news.html?doc=201501200700CANADANWCANADAPR_C8896&dir=15		Jan 20	
Web	http://shawconnect.websol.barchart.com/?module=cnwNewsIndex&storyID=5083042&selected=news&symbol=&region=		Jan 20	

Web	http://technewsarm.com/prnewswire/?doc=201501200700CANADANWCANADAPR_C8896&dir=15		Jan 20	
Web	http://theseeker.ca/newsite/ontario-news/?doc=201501200700CANADANWCANADAPR_C8896&dir=15		Jan 20	
Web	http://www.torontotv.org/?page_id=514&doc=201501200700CANADANWCANADAPR_C8896&dir=15		Jan 20	
Web	http://www.va3xpr.net/technology-news/?doc=201501200700CANADANWCANADAPR_C8896&dir=15		Jan 20	
Web	http://varindia.com/prnewswire.html?doc=201501200700CANADANWCANADAPR_C8896&dir=15		Jan 20	
Web	http://zeenews.india.com/biz/wire.html?doc=201501200700CANADANWCANADAPR_C8896&dir=15		Jan 20	
Web	http://investing.businessweek.com/research/markets/news/article.asp?docKey=600-201501200700CANADANWCANADAPR_C8896-1		Jan 20	
Web	http://www.chathamthisweek.com/2015/01/20/new-area-code-planned-for-southwestern-ontario		Jan 20	
Web	http://www.cbc.ca/news/canada/windsor/new-548-area-code-coming-to-southern-ontario-1.2919493		Jan 20	
Web	http://en.newhub.shafaqna.com/CA/198098-New-548-area-code-coming-to-southern-Ontario		Jan 20	
Web	http://www.topix.com/ca/ontario/2015/01/new-548-area-code-coming-to-southern-ontario		Jan 20	
Web	http://www.newslocker.com/en-ca/news/canada/new-548-area-code-coming-to-southern-ontario/		Jan 20	
Web	http://news.saskatchewan.ca/2015/01/20/new-548-area-code-coming-to-southern-ontario/		Jan 20	
Web	http://inagist.com/all/557566454019932160/		Jan 20	
Web	http://www.wallaceburgcourierpress.com/		Jan 20	
Web	http://newsontario.ca/2015/01/20/new-548-area-code-coming-to-southern-ontario/		Jan 20	
Web	http://windsor.ctvnews.ca/new-548-area-code-announced-for-windsor-and-southwestern-ontario-1.2197179#		Jan 20	
Web	http://london.ctvnews.ca/new-548-area-code-announced-for-southwestern-ontario-including-london-1.2197214		Jan 20	
Web	http://www.londoncommunitynews.com/news-story/5266399-new-area-code-being-added-for-southwestern-ontario/		Jan 20	
Web	http://www.scoopnest.com/user/CBCCanada/557566454019932160		Jan 20	
Web	http://www.ourwindsor.ca/news-story/5266399-new-area-code-being-added-for-southwestern-ontario/		Jan 20	
Web	http://www.onenewspage.com/n/Americas/754uwcg3t/New-548-area-code-coming-to-southern-Ontario.htm		Jan 20	
Web	http://blogs.windsorstar.com/news/new-telephone-area-code-coming-to-southwestern-ontario		Jan 20	
Web	http://www.breakingnews.ca/2015/01/20/my-menu/windsor/new-548-area-code-coming-to-southern-ontario/		Jan 20	
Web	http://danilnews.com/news/the-app-code-guys		Jan 20	
Web	http://kitchener.ctvnews.ca/519-226-and-548-but-not-until-2016-new-area-code-delayed-1.2197310		Jan 20	
Web	http://news.lokalee.com/new-548-area-code-coming-to-southern-ontario/		Jan 20	
Web	http://windsorite.ca/2015/01/get-ready-for-a-new-area-code/		Jan 20	
Web	http://www.woodstocksentinelreview.com/2015/01/20/new-area-code-being-introduced-for-southwestern-ontario		Jan 20	
Web	http://www.24news.ca/the-news/canada-news/86784-new-548-area-code-coming-to-southern-ontario		Jan 20	
Web	http://www.stratfordbeaconherald.com/news		Jan 20	
Web	http://www.1047.ca/news/local-news/548-area-code/		Jan 20	
Web	http://1017theone.ca/		Jan 20	
Web	http://dailyme.com/story/2015012000002481		Jan 20	
Web	http://www.qpbriefing.com/2015/01/20/happening-southwestern-ontario-to		Jan 20	

	get-third-area-code-548/			
Web	http://toronto.ctvnews.ca/new-548-area-code-coming-to-southwestern-ontario-1.2197669#		Jan 20	
Web	http://www.610cktb.com/OntarioCP/Article.aspx?id=450908		Jan 20	
Web	http://www.niagarathisweek.com/news-story/5266887-southwestern-ontario-getting-new-area-code/		Jan 20	
Web	http://www.thespec.com/news-story/5266936-southwestern-ontario-gets-new-area-code-548-joins-519-and-226/		Jan 20	
Web	http://blackburnnews.com/bri-ontario/2015/01/20/southwestern-ontario-getting-new-area-code/		Jan 20	
Web	https://cartt.ca/article/new-548-area-code-scheduled-arrive-southwestern-ontario-next-year		Jan 20	
Web	http://www.therecord.com/news-story/5267100-new-548-area-code-planned-for-region/		Jan 20	
Web	https://www.facebook.com/hamiltonspectator/posts/10152961551247247		Jan 20	
Web	http://www.simcoe.com/news-story/5266887-southwestern-ontario-getting-new-area-code/		Jan 20	
Web	http://windsor.ctvnews.ca/new-548-area-code-coming-to-windsor-and-southwestern-ontario-1.2197179		Jan 20	
Web	http://www.londoncommunitynews.com/news-story/5266399-new-area-code-being-added-for-southwestern-ontario/		Jan 20	
Web	http://www.simcoereformer.ca/2015/01/20/new-area-code-being-introduced-for-southwestern-ontario		Jan 20	
Web	http://globalnews.ca/news/1783319/southwestern-ontario-getting-new-548-area-code/		Jan 20	
Web	http://www.tillsonburgnews.com/2015/01/20/new-area-code-being-introduced-for-southwestern-ontario		Jan 20	
Web	http://classicrock945.ca/		Jan 20	
Web	http://www.lfpress.com/news		Jan 20	
Web	http://www.msn.com/en-ca/news/other/new-548-area-code-coming-to-southern-ontario/ar-AA8opSA		Jan 20	
Web	http://mobilesyrup.com/2013/10/30/new-548-area-code-coming-to-southwestern-ontario-on-june-4th-2015/		Jan 20	
Web	http://toronto.cityandpress.com/node/9001497		Jan 20	
Web	http://www.shorelinetoday.ca/		Jan 20	
Web	http://www.stthomastoday.ca/		Jan 20	
Web	https://www.facebook.com/CBCKW891/posts/418208441676550		Jan 20	
Web	http://cknx.ca/		Jan 20	
Web	http://m.570news.com/2015/01/20/548-area-code-to-come-to-k-w/		Jan 20	
Web	http://www.country104.com/		Jan 20	
Web	http://norfolktoday.ca/		Jan 20	
Web	http://www.parisstaronline.com/		Jan 20	
Web	http://www.petroliatopic.com/		Jan 20	
Web	http://www.delhinewsrecord.com/		Jan 20	
Web	http://www.sarniathisweek.com/		Jan 20	
Web	http://brucebeach.ca/syndicated/blackburn-news/new-548-area-code-southwestern-ontario		Jan 20	
Web	http://newsbritishcolumbia.ca/2015/01/20/new-548-area-code-coming-to-southern-ontario/		Jan 20	
Web	http://news24.org.uk/news/new-area-code-coming-soon		Jan 20	
Web	http://www.am800cklw.com/News/Headlines		Jan 20	
Web	http://www.brantfordexpositor.ca/		Jan 20	
Web	http://www.theobserver.ca/		Jan 20	
Web	http://www.cambridgetimes.ca/search/news/?q=new%20area%20code&location=cambridge-on&sort=datedesc		Jan 20	
Web	http://www.orangeville.com/search/news/?q=new%20area%20code&location=orangeville-on&sort=datedesc		Jan 20	
Web	http://www.thelondoner.ca/2015/01/21/new-area-code-enters-region-next-year		Jan 21	

Web	http://www.exetertoday.ca/		Jan 21	
Web	http://www.strathroytoday.ca/		Jan 21	
Web	http://www.stthomastoday.ca/		Jan 21	
Web	http://www.kelownadailycourier.ca/news/national_news/article_35415d3e-dfe7-5bef-be73-fd13ff6f3950.html		Jan 21	
Web	http://www.theweeklynews.ca/news-story/5266887-southwestern-ontario-getting-new-area-code/		Jan 21	
Web	http://www.guelphmercury.com/news-story/5267165-new-548-area-code-planned-for-region/		Jan 21	
Web	https://twitter.com/ctvtoronto/status/557639976436121601		Jan 21	
Web	http://www.cjbk.com/local-news/2015/01/21/new-area-code-coming		Jan 21	
Web	http://newsmanitoba.ca/2015/01/20/new-548-area-code-coming-to-southern-ontario/		Jan 21	
Web	http://www.thegrand929.com/index.cfm?page=news		Jan 21	

MEDIA COVERAGE OCTOBER 2015

Type of media	Title of Media	City/Region	Date of publication	Date of interview
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Print	The Observer	Sarnia	Oct 30	Oct 29
Print	London Free Press	London		Oct 29
Print	Owen Sound Sun Times	Owen Sound		Oct 30
Print	Chatham Daily News	Chatham	Oct 30	

Radio	Am 800	Windsor	Oct 29	Oct 29
Radio	Mix 96,7	Windsor	Oct 29	
Radio	92,3 The Dock	Owen Sound	Oct 29	Oct 29
Radio	106 FM	Lambton	Oct 29	
Radio	104,7 FM	Woodstock	Oct 29	
Radio	640 Am	Richmond Hill	Oct 29	
Radio	104,9	London	Oct 30	Oct 30
Radio	98,9 MyFM		Oct 30	

Television	CTV	Windsor	Oct 29	
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Web	https://ca.finance.yahoo.com/news/area-code-southwestern-ontario-110000621.html		Oct 29	
Web	http://news.morningstar.com/all/canada-news-wire/20151029C6755/new-area-code-for-southwestern-ontario.aspx		Oct 29	
Web	http://windsorite.ca/2015/10/are-you-ready-for-windsors-new-area-code/	Windsor	Oct 29	
Web	http://myinforms.com/en-ca/a/18323749-548-area-code-joining-519-and-226/		Oct 29	
Web	http://www.am800cklw.com/News/Headlines/New-area-code-coming-to-Windsor-Essex		Oct 29	
Web	http://blackburnnews.com/chatham/chatham-news/2015/10/29/548-area-code-joins-519-and-226/		Oct 29	
Web	http://www.lfpress.com/2015/10/29/southwestern-ontario-introducing-new-548-area-code		Oct 29	
Web	http://www.woodstocksentinelreview.com/		Oct 29	
Web	http://www.chathamdailynews.ca/news		Oct 29	
Web	http://www.tillsonburgnews.com/		Oct 29	
Web	http://www.brantfordexpositor.ca/news		Oct 29	
Web	http://www.goderichsignalstar.com/		Oct 29	
Web	http://www.stthomastimesjournal.com/news		Oct 29	
Web	http://interceder.net/latest_news/Windsor		Oct 29	
Web	http://k106fm.com/		Oct 29	

Web	http://www.norwichgazette.com/		Oct 29	
Web	http://www.theobserver.ca/news/local		Oct 29	
Web	http://www.thepost.on.ca/2015/10/29/southwestern-ontario-introducing-new-548-area-code-2		Oct 29	
Web	https://cartt.ca/.../new-548-area-code-debuts-next-june-southwestern-ontario		Oct 29	
Web	http://www.simcoereformer.ca/		Oct 29	
Web	http://www.guelphmercury.com/guelph-on-news/		Oct 29	
Web	http://www.wallaceburgcourierpress.com/2015/10/29/southwestern-ontario-introducing-new-548-area-code-2		Oct 29	
Web	http://www.pressreader.com/canada/the-chatham-daily-news/20151030/281814282730130/TextView		Oct 29	
Web	http://www.therecord.com/news-story/6063159-548-area-code-coming-to-waterloo-region-joining-519-and-226-in-southern-ontario/		Oct 29	
Web	http://923thedock.com/548-area-code-coming-to-owen-sound/		Oct 29	
Web	http://www.municipalinfonet.com/detail_news.php?ID=550734&cat=;66		Oct 29	
Web	http://www.1047.ca/news/local-news/representing-the-548/		Oct 29	
Web	http://www.stratfordbeaconherald.com/news/local/archives		Oct 29	
Web	http://www.delhinewsrecord.com/2015/10/29/southwestern-ontario-introducing-new-548-area-code-2		Oct 29	
Web	http://www.owensoundsuntimes.com/2015/10/30/548-area-code-coming-to-region		Oct 30	
Web	http://london.ctvnews.ca/new-548-area-code-coming-for-southwestern-ontario-1.2635664		Oct 30	
Web	https://www.facebook.com/permalink.php?story_fbid=563981447082922&id=171942679620136		Oct 30	
Web	https://www.facebook.com/themorningdrive/posts/10153723819977390		Oct 30	
Web	www.newsunited.com/new-548-area-code...for-news/19450481/			
Tweeter	London Free Press - https://twitter.com/LFPpress/status/659772483583795200		Oct 29	
Tweeter	London Free Press - https://twitter.com/KateatLFP/status/659772266931032064		Oct 29	
Tweeter	Chatham This Week - https://twitter.com/ctw_news/status/659795808091533312		Oct 29	
Tweeter	104.7 Heart FM - https://twitter.com/1047HeartFM/status/659795642924056578		Oct 29	
Tweeter	The Simcoe Reformer - https://twitter.com/Simcoe_Reformer/status/659779792061992960		Oct 29	
Tweeter	AM 640 - https://twitter.com/am640/status/659697100310081536		Oct 29	
Tweeter	CTV Morning Live Ottawa - https://twitter.com/PringleJosh/status/659703588965470209		Oct 29	
Tweeter	AM 800 Radio Windsor - https://twitter.com/tmedeiros800/status/659719076747583488		Oct 29	
Tweeter	BlackBurnNews Sarnia - https://twitter.com/BlackburnSarnia/status/659783507829522432		Oct 29	
Tweeter	Radio-Canada Windsor - https://twitter.com/RebeccaSalomon/status/659719330859524096		Oct 29	

MEDIA COVERAGE MAY-JUNE 2016

Type of media	Title of Media	City/Region	Date of publication	Date of interview
Print E-Edition	London Free Press	London	May 31	May 31
Print E	Cambridge Times	Cambridge	May 31	
Print E	London Post	London	May 31	
Print E	Windsor Star	Windsor	May 31	
Print E	Brantford Expositor	Brantford	May 31	
Print E	Waterloo Free Press	Waterloo	May 31	
Print E	Blackburn News	London	May 31	

Print E	St-Thomas Times Journal	St Thomas	May 31	
Print E	Chatham Daily News	Chatham-Kent	May 31	
Print E	National Post	Toronto	May 31	
Print E	Ottawa Citizen	Ottawa	May 31	
Print E	Sarnia Observer	Sarnia	May 31	
Print E	Simcoe Reformer	Simcoe	May 31	
Print E	Woodstock Sentinel	Woodstock	May 31	
Print E	Norwich Gazette	Norwich	May 31	
Print E	Tillsonburg News	Oxford	June 1	
Print E	Guelph Mercury	Guelph	June 1	
Print E	My Stratford Now	Stratford	June 1	
Print E	Delhi News record	Delhi	June 1	
Print E	Postmedia	Toronto		June 2

Radio	105,7 MyFM radio	Strathroy	May 31	May 31
Radio	CKPC AM 1380 / JEWEL 92 FM	Brantford	May 31	May 31
Radio	AM 800	Windsor	May 31	May 31
Radio	Blackburn News Radio	London	May 31	May 31
Radio	Blackburn News Radio	Sarnia	May 31	May 31
Radio	News Talk radio	London	May 31	May 31
Radio	CFOS Oldies AM	Owen Sound	May 31	May 31
Radio	CJBK	London	May 31	May 31
Radio	Radio Canada Français	Toronto	June 1	June 1
Radio	Radio Canada Français	Windsor	June 1	June 1
Radio	Detroit radio station	Windsor	June 1	June 1

Television	CTV news		May 31	
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Web	https://ceo.ca/@newswire/new-area-code-548-for-southwestern-ontario		May 31	
Web	http://www.cbc.ca/news/canada/windsor/548-new-area-code-in-southwestern-ontario-joining-519-226-1.3608716		May 31	
Web	http://www.cambridgetimes.ca/news-story/6699220-welcome-to-the-548-new-area-code-introduced/		May 31	
Web	http://www.newswire.ca/fr/news-releases/nouvel-indicatif-regional-548-pour-la-region-sud-ouest-de-lontario-581362841.html		May 31	
Web	http://www.scoopnest.com/user/CBCWindsor/737635408968699909		May 31	
Web	http://london.ctvnews.ca/london-getting-new-548-area-code-this-week-1.2924477#		May 31	
Web	http://windsor.ctvnews.ca/windsor-getting-new-548-area-code-this-week-1.2924457		May 31	
Web	http://www.cbc.ca/news/canada		May 31	
Web	http://www.lfpress.com/news		May 31	
Web	http://www.lelezard.com/communiqu-10381572.html		May 31	
Web	http://www.inews880.com/syn/104/93329/93329		May 31	
Web	https://www.facebook.com/CTVLondon/posts/1148178175245576		May 31	
Web	http://www.am980.ca/2016/05/31/93329/		May 31	
Web	http://www.latestcanada.com/article/4854781509/southwestern-ontario-coming?source=14		May 31	
Web	http://a1.am/en/ca/2016/05/31/new-area-code-is-coming-to-southwestern-ontario		May 31	
Web	http://dispute.press/news/1198075		May 31	
Web	http://ici.radio-canada.ca/regions/ontario/2016/05/31/006-nouvel-indicatif-regional-548-sud-ouest-ontario.shtml		May 31	
Web	http://www.latestcanada.com/article/4854781509/southwestern-ontario-coming?h=12		May 31	
Web	http://windsorstar.com/news/local-news/new-area-code-is-coming-to-southwestern-ontario		May 31	
Web	http://www.am800cklw.com/News/Headlines/A-New-Area-Code-For-Windsor		May 31	
Web	http://www.brantfordexpositor.ca/news		May 31	

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CARRIER'S INDIVIDUAL PROGRESS REPORTS



Tactics	Date	Target market
Bell.ca website new area codes page information	June 2015	All customers
Targeted bill message	July/August 2015	All Bell residential and business customers in 519/226
Documentation with messaging for front line agents, residential and business call centres	June 2015 February 2016 (repeat) May 2016 (repeat)	Residential and business customers
SMS and targeted bill message	February/March 2016 (repeat)	All Bell residential and business customers in 519/226



Tactics	Date	Target market
Rogers deployed a bill message or SMS to all Rogers wireless customers in the relevant area promoting the introduction of the new area code.	Spring/Summer 2016	Rogers, Fido and Chatr customers (consumer and business)
Rogers notified frontline customer care staff and responding to customer inquiries about the new area code	Spring 2016	Rogers, Fido and Chatr customers (consumer and business)



Tactics	Date	Target market
Front line agents awareness and documentation completed	September 30, 2014	Consumer and Business markets
Telus.com website updated	September 30, 2014	Consumer and Business markets
Targeted bill message	May 2015	Consumer and Business markets
Targeted bill message	February 2016	Consumer and Business markets
Targeted bill message	May 2016	Consumer and Business markets



Tactics	Date	Target market
Internal customer facing channels to be notified.	September 2015	Residential and Business
Post informational content regarding new area code to website.	September 2015	Residential and Business
Bill messages to customers advising of new area code with website reference.	September 2015	Residential and Business



- April 1st - July 1st, 2016 Eastlink has sent monthly bill messages to all consumer and business wireline customers in southwestern Ontario
- April 1st – July 1st, 2016 The new area code was communicated through social media and the customer newsletter
- March 2016 Internal customer facing channels were notified



Fibernetics completed all activities as per the overlay project schedule.



Iristel Inc. has notified all front line sales channels and internal staff of the new area code, 548. Consumer Awareness Notice on the new area code herein has been sent to our customers.