

**TELECOMMUNICATIONS
ALLIANCE**

**Promoting the introduction of local 10-digit dialing in the 705
region**

Final Report

April, 2011

Communications Progress Report

This report is submitted to the Relief Planning Committee (RPC) and CRTC staff for the 705 Overlay project. This report outlines the public relations activities that the Telecommunications Alliance (TA) has undertaken to generate awareness for the introduction of local 10-digit dialing and the new 249 area code in the 705 area (Ontario). Also included in this report, are the reports submitted by individual carriers.

About the Telecommunications Alliance

The Telecommunications Alliance has been put in place to manage the introduction of local 10-digit dialing and new area code in the 705 area. Members of the TA are: Bell, Rogers, and TELUS. The Alliance is chaired by Bell and TELUS.

Communication Objectives

- Increase awareness of 10-digit dialing and the new 249 area code that will serve the same geographic region as the 705 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 equipment reprogramming before it becomes effective in January 2011
 - Limit negative perceptions and reactions to these changes.
- Develop core communication materials to be used by the TA to increase awareness of 10DD.
- Provide open communication channels to address questions and concerns from residents and businesses regarding 10DD implementation.
- Lay the foundation for seamless addition of new area codes through successful transition to local 10DD.

Communication Strategies

TA implemented a multi-phased communications plan to address the required steps for a smooth transition.

- The phase one—Awareness campaign—was to raise awareness of the switch to 10DD and new area code. Timeframe: March 2010 to August 2010.
- The second phase –Action incentive campaign- focused on a call to action. For instance, what businesses and residents in the 705 area need to do in order to prepare for 10DD. Timeframe: September 2010 to January 2011.
- The last phase- End of Permissive period- focused on reporting the successful transition to 10-digit dialing and generate awareness of the new area code. Timeframe: Feb-April 2011.

Target Audiences

- Consumers, including cultural communities
- Businesses
- Consumer interest groups
- Business interest groups
- Media
- Government agencies (municipal, provincial, federal)
- Markets to be supported:
Sault Ste Marie, Alliston, Barrie, Collingwood, Lake Elliot, Hastings, Lindsay, Millbrook, North Bay, Orillia, Peterborough, Sudbury, Timmins, Warkworth.

Execution

PHASE 1--AWARENESS CAMPAIGN

- Development of the Alliance web site: www.dial10.ca
- Distribution of key messages and questions and answers document to the members of the Alliance
- Media relations
 - Writing and issue of news release via CNW
 - Targeted distribution to business publications, regional media and web portals
 - Media monitoring (including regional weeklies) and analysis
- Advertorial in the following medias:
 - Alliston Herald
 - The Barrie Examiner
 - The Collingwood Connection
 - Elliot Lake The Standard
 - Hastings The Community Press
 - Lindsay Daily Post
 - Millbrook Times
 - North Bay Nugget
 - Orillia Packet & Times
 - Peterborough Examiner
 - The Sault Star
 - The Sudbury Star
 - Timmins Daily Press
- Information note and document for associations in the 705 region
- Personalized letter to the Alarm association

Phase 2– Action incentive Campaign

- Media relations
 - Writing and issue of news release
 - Remind consumers of key dates and encourage them to adopt 10-digit dialing
 - Targeted distribution to business magazines, regional media, ethnic media, web portals, etc.
 - Media monitoring (including regional weeklies) and analysis
- Personalized letter to the Alarm association
- Communications with business and consumer associations
 - Reminder letter (drive-to-web)
- Print Advertisement in the following medias:
 - Alliston Herald: Nov. 18 & Dec. 2, 2010, Jan. 6 & 13, 2011
 - The Barrie Examiner: Nov. 18 & Dec. 2, 2010, Jan. 6 & 13, 2011
 - The Collingwood Connection: Nov. 18 & Dec. 2, 2010, Jan. 6 & 13, 2011
 - Elliot Lake The Standard: Nov. 17 & Dec. 1, 2010, Jan. 5 & 12, 2011
 - Hastings The Community Press: Nov. 18 & Dec. 2, 2010, Jan. 6 & 13, 2011
 - Lindsay Daily Post: Nov. 19 & Dec. 3, 2010, Jan. 7 & 14, 2011
 - Millbrook Times: Nov. 18 & Dec. 2, 2010, Jan. 6 & 13, 2011
 - North Bay Nugget: Nov. 19 & Dec. 3, 2010, Jan. 7 & 14, 2011
 - Orillia Packet & Times: Nov. 18 & Dec. 2, 2010, Jan. 6 & 13, 2011
 - Peterborough Examiner: Nov. 18 & Dec. 2, 2010, Jan. 6 & 13, 2011
 - The Sault Star: Nov. 20 & Dec. 4, 2010, Jan. 8 & 15, 2011
 - The Sudbury Star: Nov. 20 & Dec. 4, 2010, Jan. 8 & 15, 2011
 - Timmins Daily Press: Nov. 19 & Dec. 3, 2010, Jan. 7 & 14, 2011
 - Kaspuskasing Weekender: Nov. 18 & Dec. 2, 2010, Jan. 6 & 13, 2011
 - The Enterprise: Nov. 18 & Dec. 2, 2010, Jan. 6 & 13, 2011
 - Northern News: Nov. 19 & Dec. 3, 2010, 7 & 14, 2011
 - Temiskasing Speaker: Nov. 17 & Dec. 1, 2010, Jan. 5 & 12, 2011
- WEB Advertisement
 - The web campaign started on January 3 for 2 weeks in these sites:
 - Canada 411
 - MeteoMedia
 - FaceBook
- Radio Advertisement
 - The radio campaign started on January 3 for 2 weeks.
 - Selected medias:
 - CHNO/CJRQ/CJMX Sudbury
 - CFJB/CIQB/CKMB Barrie
 - CJQM/CHAS Sault Ste Marie
 - CKPT/CKWF Peterborough
 - CKFX/CHUR North Bay
 - CJQQ/CKGBXHMT
 - CICX Orillia
 - CKCB/CHGB Collingwood

PHASE 3- END OF PERMISSIVE PERIOD

MARCH 2011

- Media relations
 - Writing and issue of news release
 - Media Alert
 - Media monitoring (including regional weeklies) and analysis

Results

Alliance

The Telecommunications Alliance communications campaign was successful in terms of providing information and raising awareness about the new local dialing procedures. Participation of all local service providers in the TA was key:

- Allowed for one voice. The entire telecom industry spoke together and shared responsibility for the change.
- Provided consistent message. The TA developed materials to ensure that all providers would carry the same messages to their own customers.

Statistics

- There were no significant customer complaints or issues raised during the transition permissive dialing period and none since activating the mandatory 10 digit dialing network announcements on March 7.
- Media coverage was very good with more than 250 articles and news broadcasts throughout the campaign.

COMMUNICATION ACTIVITIES TIMELINE

Telecommunications Alliance

| Tactics | Date |
|---|---------------------------------|
| TA Web site | Week of February 22, 2010 |
| Key messages | Week of February 22, 2010 |
| Press release | March 3, 2010 |
| Advertorial in selected medias | Week of March 15, 2010 |
| Information note and document to stakeholders | Week of March 15, 2010 |
| Letter to Alarm Association | Week of March 15, 2010 |
| Reminder note and call to Alarm association | June 2010 |
| Press Release | October 12, 2010 |
| Information note to business associations | October 12, 2010 |
| Letter to Alarm Association | October 12, 2010 |
| News release | November 17, 2010 |
| Print advertisement | Starting November 17, 2010 |
| Press Release | January 13, 2011 |
| Print advertisement | Starting week of January 3,2011 |
| Radio advertisement | Starting week of January 3,2011 |
| Web Advertisement | Starting week of January 3,2011 |
| Press Release | February 24, 2011 |
| Media Alert | March 4, 2011 |

Individual carriers

Bell Canada

| Tactics | Date | Target market |
|---|--|--|
| Bell.ca 10 digit dialing page | March 2010 | Business /Consumer markets |
| Internal awareness campaign | April 2010 | Employees |
| Information message (SIM) on bills | April 2010 | Residential market |
| Bill insert | June 2010 | Residential market |
| Information letter to targeted business customers | April-June 2010 | Alarm companies & major accounts |
| Bill insert | June 2010 | Business market |
| New area code and 10 DD information page on bell.ca | June 2010 | Directing customers to the Alliance Website |
| Banner on www. northerntel.ca | September 2010 | Directing customers to the Alliance Website |
| Bill message | September 2010 | Business customers |
| Bill insert | September 2010 | Residential and Business customers (except DMS-10 customers) |
| Internal communications | September and November 2010 | Frontline staff |
| EMAIL | September 2010 | Alarm System Companies |
| SMS | November 2010, January 2011 | All Prepaid Mobility consumers |
| Bill message | November 2010 | All Postpaid Mobility Consumer & SMB |
| Bill insert | November 2010 | DMS-10 Residential and Business customers only |
| Bill message | December 2010, January and February 2011 | DMS-10 Residential and Business customers only |
| Letter | February 2011 | DMS-10 Residential and Business customers only |

ROGERS

| Tactics | Date | Target market |
|-------------------------------|---------------------|---|
| Banner on www.rogers.com | 2010 | Directing customers to the Alliance Website |
| Internal communications | January 2011 | Frontline staff |
| Information message on bills | January- April 2011 | Residential and Business customers |
| Letter | January 2011 | Business customers |
| Recorded network announcement | January-March 2011 | Residential and Business customers |

TELUS

| Tactics | Date | Target market |
|-----------------------|-------------------------|---|
| Web Site | Nov 2010 – March 2011 | TELUS.com (Wireline Corporate, SMB and Consumer; Wireless corporate, SMB, consumer for prepaid, Mike and Koodo) |
| Email | January 2011 | Wireline Corporate, SMB and Consumer; Wireless corporate, SMB, consumer for prepaid, Mike and Koodo |
| SMS | January 2011 | For customers with no email available (Wireline Corporate, SMB and Consumer; Wireless corporate, SMB, consumer for prepaid, Mike and Koodo) |
| Personal Letter | January 2011 | Corporate, SMB, Consumer |
| Bill insert | January 2011 bill cycle | Wireline Corporate, SMB and Consumer; Wireless corporate, SMB, consumer for prepaid, Mike and Koodo |
| Targeted Bill Message | Jan 2011 & Feb 2011 | Consumer clients 1-5 smb clients 6+ Mike accounts |
| SMS | Jan 2011 & Feb 2011 | Consumer clients 1-5, Prepaid |

Ontera

| Tactics | Date | Target market |
|--|--------------------------|------------------------------------|
| Information message on bills/Bill insert | September 2010 | Residential and Business customers |
| Courtesy calls | September – October 2010 | Major accounts |
| Ontera.ca 10-digit dialing page | November 2010 | Residential and Business customers |
| Recorded Announcement – transition message | January – March 2011 | CLEC customers |
| Personalized letters | January – February 2011 | ILEC customers |
| Recorded Announcement – Mandatory 10-digit dialing | March 2011 | ILEC/CLEC customers |

Media Report

MEDIA COVERAGE -PHASE 1- (2010)

| Type of media | Title of Media | City/Region | Name of journalist | Date of publication | Date of interview |
|---------------|-------------------------------|-----------------|--------------------|---------------------|-------------------|
| Print | Barrie Examiner | Barrie | Nicki Cruikshank | March 4 | March 3 |
| Print | Lindsay Post | Lindsay | Peggy Armstrong | March 4 | |
| Print | Peterborough Examiner | Peterborough | Elizabeth Bower | March 4 | March 3 |
| Print | The Sudbury star | | | March 4 | |
| Print | Timmins Daily Press | Timmins | Chelsey Romain | March 4 | March 3 |
| Print | Timmins Times | Timmins | | March 4 | |
| Print | Packet and Times | Orillia | | March 4 | |
| Print | The Sault Star | Sault Ste.Marie | | March 4 | |
| Print | The Recorder | Gore Bay | | March 5 | |
| Print | The Creemore Echo | Creemore | | March 5 | |
| Print | Chapleau Express | Chapleau | | March 6 | |
| Print | Mattawa Recorder | Mattawa | | March 7 | |
| Print | Collingwood-Wasaga Connection | Collingwood | John Edwards | March 9 | March 8 |
| Print | The Algoma News Review | Wawa | | March 10 | |
| Print | Mid-North Monitor | Espanola | | March 10 | |
| Print | Temiskaming Speaker | New Liskeard | | March 10 | |
| Print | Sault-St-Marie This Week | Sault-St-Marie | | March 10 | |
| Print | The Times | Miden | | March 10 | |
| Print | The Enterprise-Bulletin | Collingwood | | March 10 | |
| Print | The Standard | Elliot Lake | | March 17 | |
| Print | Sault-St-Marie This Week | Sault-St-Marie | | March 17 | |
| Print | The Haliburton County Echo | Haliburton | | March 18 | |
| Print | Lindsay Post | Lindsay | | March 19 | |
| Print | The Alliston Herald | Alliston | | March 20 | |
| Print | Sturgeon Falls Tribune | Sturgeon Falls | | | March 23 |
| Print | Gravenhurst Banner | Gravenhurst | | | March 31 |

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|-------|------------------------|--------------|----------------|---------|---------|
| Radio | Cjtt Radio | New Liskeard | E.Teskey | | March 4 |
| Radio | CBC Radio One FM 99,9 | Sudbury | Paul Tucker | March 3 | March 3 |
| Radio | CFXN FM | North Bay | | March 3 | |
| Radio | CKRU Fm | Peterborough | | March 3 | |
| Radio | CKAT News Radio AM 660 | North Bay | Richard Coffin | March 3 | March 3 |
| Radio | Mix 97 FM | Campbellford | | March 3 | |

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|-------|-----------------------|----------------|---------------|----------|---------|
| Radio | Moose FM | Parry Sound | James King | March 3 | March 3 |
| Radio | CKLP-FM | Parry Sound | | March 3 | |
| Radio | News watch | Peterborough | | March 3 | |
| Radio | Rock 95 FM | Barrie | | March 3 | |
| Radio | CKAP/CKHT/CHPB/CFIF | Kapuskasing | Valerie Isaac | March 4 | March 4 |
| Radio | CKGN FM 89.7-94.7 | Kapuskasing | Alex Gravel | March 4 | March 4 |
| Radio | CkQm Country FM 105,1 | Peterborough | | March 4 | March 4 |
| Radio | The Dock FM | Midland | | March 4 | March 4 |
| Radio | CFRM | Little Current | | March 4 | |
| Radio | CHPB-FM | Cochrane | | March 4 | |
| Radio | CFNO-FM | Marathon | | March 4 | |
| Radio | CJBQ-AM | Belleville | | March 4 | |
| Radio | CJTN-FM | Belleville | | March 4 | |
| Radio | CFOB-FM | Fort Frances | | March 4 | |
| Radio | CIGL-FM | Belleville | | March 4 | |
| Radio | CJTT Radio | New Liskeard | | March 4 | |
| Radio | CKNR-FM | Elliot Lake | | March 4 | |
| Radio | CFNO-FM | Marathon | | March 4 | |
| Radio | CIGL-FM | Belleville | | March 4 | |
| Radio | CBCS-FM | Sudbury | | March 4 | |
| Radio | CHUR-FM | North Bay | | March 8 | |
| Radio | CKAT-AM | North Bay | | March 8 | |
| Radio | CJTT-FM | New Liskeard | | March 18 | |
| Radio | CJKL-FM | Kirkland Lake | | March 22 | |

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| Television | CHEX-News watch | Peterborough | | March 3 | |
|------------|-----------------|--------------|--|---------|--|

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|-----|-----------------------------|------------------|--|---------|--|
| Web | Canadian Business.com | | | March 3 | |
| Web | cartt.ca | | | March 3 | |
| Web | finance.alphatrade.com | | | March 3 | |
| Web | Globeadviser | | | March 3 | |
| Web | Madhunt.com | Alliston | | March 3 | |
| Web | Northumberland view.com | North Uumberland | | March 3 | |
| Web | Sault Star | Sault Ste.Marie | | March 3 | |
| Web | Soonews.ca | Sault Ste Marie | | March 3 | |
| Web | The Algoma news | Algoma | | March 3 | |
| Web | World News | | | March 3 | |
| Web | Canoe.ca | Timmins | | March 4 | |
| Web | Kool FM 107,5 | Barrie | | March 4 | |
| Web | Orilliapacket.com | Orillia | | March 4 | |
| Web | The Daily Press | Timmins | | March 4 | |
| Web | thunderbay internet .com | Thunder Bay | | March 4 | |
| Web | thebarrieexaminer.com | Barrie | | March 4 | |
| Web | timminspress.com | Timmins | | March 4 | |
| Web | thepeterboroughexaminer.com | Peterborough | | March 4 | |
| Web | mix97.com | Quinte | | March 4 | |
| Web | thesudburystar.com | Sudbury | | March 4 | |
| Web | rock95.com | Barrie | | March 4 | |
| Web | moosefm.com | Parry Sound | | March 4 | |
| Web | moosefm.com | Kapuskasing | | March 4 | |

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|-----|---------------------------|-------------|--|----------|--|
| Web | midnorthmonitor.com | Espanola | | March 10 | |
| Web | mindentimes.ca | Minden | | March 10 | |
| Web | theenterprisebulletin.com | Collingwood | | March 10 | |

MEDIA COVERAGE -PHASE 2 (2010-2011)

| Type of media | Title of Media | City/Region | Name of journalist | Date of publication | Date of interview |
|---------------|----------------|-------------|--------------------|---------------------|-------------------|
|---------------|----------------|-------------|--------------------|---------------------|-------------------|

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|-------|---|-----------------|---------------------|-------------|-----------------|
| Print | North Bay Nugget | North Bay | Jennifer Mc Charles | October 13 | October 12 |
| Print | Collingwood Enterprise Bulletin | Collingwood | | October 13 | |
| Print | Sault This Week | Sault-Ste-Marie | | October 20 | |
| | Orillia Packet and Times | Orillia | | October 22 | |
| Print | Le voyageur | Sudbury | Claire Pilon | | November 4 |
| Print | Peterborough Examiner | Peterborough | | November 4 | |
| Print | The Sault Star | Sault-Ste-Marie | Mike Verdoni | November 20 | November 17 |
| Print | Almaguin News | Burks Falls | Mary Beth | | December 7 |
| Print | Manitoulin Recorder | | | | December 17 |
| Print | Peterborough Examiner | | | December 17 | |
| Print | Community Press | Trenton | | December 28 | |
| Print | 2011 | | | | |
| Print | Nipissing Tribune | Nipissing | Allison Loranger | | January 5, 2011 |
| Print | Sudbury Star | Sudbury | January 14 | January 12 | |
| Print | Timmins Times | Timmins | January 14 | January 12 | |
| Print | North Bay Nugget | North Bay | | January 5 | January |
| Print | Manitoulin Expositor | Manitoulin | | January 5 | |
| Print | Orillia Packet & Times | Orillia | | January 5 | |
| Print | Northern News | Kirkland Lake | | January 7 | |
| Print | Huntsville newspaper Gravenhurst paper | | | | January |
| Print | Sault Star | Sault-Ste-Marie | | January 14 | |
| Print | Cochrane Time post | | | January 14 | |
| Print | Peterborough examiner | Peterborough | | January 14 | |
| Print | Barrie Examiner | Barrie | | January 14 | |
| Print | Collingwood Enterprise-Bulletin | Collingwood | | January 14 | |
| Print | Daily Press | Timmins | | January 14 | |

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|-------|----------------|-----------|----------------|-------------|-------------|
| Radio | The Dock radio | Midland | Kyle Graham | October 13 | October 13 |
| Radio | EZ- Rock | Sudbury | Stew Kernan | October 20 | October 20 |
| Radio | CKAT Radio | North Bay | Richard Coffin | November 17 | November 17 |
| Radio | EZ- Rock | Timmins | Amanda | November | November |

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|-------------|-------------------------|--------------|-----------------|----|------------|
| | | | Young | 17 | 17 |
| Radio | CJTT radio | New Liskeard | Bill Bushberger | | December 1 |
| 2011 | | | | | |
| Radio | Radio Canada | Sudbury | Claude Gagnon | | January 10 |
| Radio | EZ Rock | Sudbury | Stew Kernan | | January 11 |
| Radio | Wasaga Beach Radio 97.7 | | Marian | | January 12 |
| Radio | Rock 95 | Barrie | Laura Hampshire | | January 12 |
| Radio | CKAT radio | North Bay | Jennifer | | January 13 |
| Radio | CBC Radio | Sudbury | Jessica Pope | | January 13 |
| Radio | CKAP Moose FM | | | | January 13 |
| Radio | CFBG Moose FM | | | | January 13 |

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|-------------|-------------------|--------------|-----------|------------|-------------|
| Television | CHEX TV | Peterborough | Megan Roy | October 12 | October 12 |
| Television | CHEX TV Newswatch | Peterborough | | | November 19 |
| 2011 | | | | | |
| Television | CBC | Peterborough | | | January |
| Television | CHEX TV Newswatch | Peterborough | | January 7 | |
| Television | CTV | Sudbury | | January 14 | |

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|-----|---------------------------------|-------------------|--|-------------|--|
| Web | thealgomanews.ca | | | October 12 | |
| Web | nugget.ca | | | October 13 | |
| Web | moosefm.com | Haliburton | | October 13 | |
| Web | northbaynugget.ca | | | October 13 | |
| Web | kvitters.com | | | October 13 | |
| Web | theenterprisebulletin.com | Collingwood | | October 19 | |
| Web | moosefm.com | Algoma-Manitoulin | | October 19 | |
| Web | www.markstay-warren.ca | | | October 20 | |
| Web | Orilliapacket.com | | | October 22 | |
| Web | midlandfreepress.com | | | October 26 | |
| Web | thesudburystar.com | Sudbury | | October 26 | |
| Web | eastlink.ca | | | | |
| Web | mmc-news.com | | | October 29 | |
| Web | kapuskasingtimes | | | | |
| Web | thepost.ca | Lindsay | | November 3 | |
| | www.thepeterboroughexaminer.com | | | November 4 | |
| Web | parrysoundareachamber | | | November 9 | |
| Web | newsnationalpost.com | | | November 17 | |
| Web | madhunt.com | | | November 17 | |
| Web | technews.tmcnet.com | | | November 17 | |
| Web | thealgomanews.ca | | | November 17 | |
| Web | Thevisionpaper.com | | | November | |

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|-------------|-----------------------------|-----------------|--|-------------|--|
| | | | | 18 | |
| Web | Markstay-warren.ca | | | November 19 | |
| Web | muskokatoday.com | | | November 19 | |
| Web | gfcanada.com | | | November 19 | |
| Web | Saultstar.com | Sault Ste-Marie | | November 20 | |
| Web | thepeterboroughexaminer.com | Peterborough | | November 22 | |
| Web | cottagecountrynow.ca | | | November 25 | |
| Web | www.600ckat.com | | | November 25 | |
| Web | Sudburystar.com | | | December 7 | |
| Web | Moosefm.com | Espanola | | December 9 | |
| Web | Sudburylivingmagazine.ca | | | December 13 | |
| Web | Townofparrysound.com | Parry Sound | | December 13 | |
| Web | Mykawartha.com | Kawarthas | | December 17 | |
| Web | thepeterboroughexaminer.com | Peterborough | | December 27 | |
| Web | Communitypress.ca | Trenton | | December 28 | |
| 2011 | | | | | |
| Web | Manitoulin.ca | | | January 5 | |
| Web | Moosefm.com | | | January 5 | |
| Web | OrilliaPacket.com | | | January 5 | |
| Web | CottageCountryNow.ca | | | January 5 | |
| Web | NorthernNews.ca | | | January 6 | |
| Web | Simcoe.com | | | January 12 | |
| Web | orilliapacket.com | | | January 12 | |
| Web | Communitypress.ca | | | January 12 | |
| Web | nugget.ca | | | January 12 | |
| Web | www.tmcnet.com | | | January 13 | |
| Web | inbobcaygeon.com | | | January 13 | |
| Web | Simcoedistrictschoolboard | | | January 13 | |
| Web | morningstar.com | | | January 13 | |
| Web | cochranetimespost | | | January 13 | |
| Web | saultstar.com | | | January 13 | |
| Web | northumberlandview.ca | | | January 13 | |
| Web | facebook.com | | | January 13 | |
| Web | theenterprisebulletin.com | | | January 13 | |
| Web | Peterboroughexaminer.com | | | January 13 | |
| Web | timminspress.com | | | January 13 | |
| Web | digitaljournal.com | | | January 13 | |
| Web | newz4u.net | | | January 13 | |
| Web | moosefm.com | | | January 13 | |
| Web | Thebarriexaminer.com | | | January 13 | |

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|-----|------------------------------|-----------------|--|------------|--|
| Web | CambrianShield.com | Sudbury | | January 13 | |
| Web | TimminsToday.com | Timmins | | January 14 | |
| Web | Thesudburystar.com | Sudbury | | January 14 | |
| Web | TimminsTimes.com | Timmins | | January 14 | |
| Web | Technews.tmcnet.com | | | January 14 | |
| Web | rock95.com | | | January 14 | |
| Web | SooToday.com | Sault Ste Marie | | January 15 | |
| Web | FM93.com | Barrie | | January 15 | |
| Web | zapmash.com | | | January 17 | |
| Web | cwta.ca | | | January 17 | |
| Web | areacodestaynorthamerica.com | | | January 17 | |
| Web | www.1075koolfm.com | | | January 17 | |
| Web | www.rock95.com | | | January 17 | |
| Web | muskokaonline.com | | | January 17 | |
| Web | www.977thebeach.ca/ | | | January 17 | |
| Web | www.wawa-news.com | | | January 17 | |

Media coverage -Phase 3 (2011)

| Type of media | Title of Media | City/Region | Name of journalist | Date of publication | Date of interview |
|---------------|----------------|-------------|--------------------|---------------------|-------------------|
|---------------|----------------|-------------|--------------------|---------------------|-------------------|

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|-------|-----------------|-----------------|--|-------------|--|
| Print | Sault this week | Sault ste.Marie | | February 25 | |
| Print | Barrie examiner | Barrie | | February 26 | |
| Print | Echo | Haliburton | | February 25 | |
| Print | Sudbury Star | Sudbury | | March 4 | |
| Print | Northern News | Kikrland Lake | | March 4 | |
| Print | Echo | Haliburton | | March 4 | |
| Print | Muskoka daily | | | March 5 | |
| Print | Barrie Examiner | Barrie | | March 5 | |
| Print | Nugget | | | March 8 | |
| | | | | | |

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|-------|---------------|----------|--|-------------|--|
| Radio | sunshine 891 | | | February 28 | |
| Radio | moose fm | Bancroft | | March 4 | |
| Radio | rock 95 | | | March 4 | |
| Radio | 107,5 kool FM | Simcoe | | March 4 | |
| Radio | 680 news | | | March 5 | |
| Radio | 107,5 kool FM | Simcoe | | March 5 | |
| Radio | Moose fm | | | March 9 | |

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|------------|----------|--|--|---------|--|
| Television | check TV | | | March 4 | |
| Television | | | | | |

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|-----|----------------------------|--|--|-------------|--|
| Web | canadianbusiness.com | | | February 24 | |
| Web | saultthisweek.com | | | February 24 | |
| Web | story.torontotelegraph.com | | | February 24 | |
| Web | mediacastermagazine.com | | | February 24 | |

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|-----|-----------------------------|--|--|-------------|--|
| Web | shopmidland.com | | | February 24 | |
| Web | article.wn.com | | | February 24 | |
| Web | northumberlandview.ca | | | February 24 | |
| Web | news.morningstar.com | | | February 24 | |
| Web | Broadcastermagazine.com | | | February 24 | |
| Web | soonews.ca | | | February 24 | |
| Web | news.morningstar.com | | | February 24 | |
| Web | digitalhome.ca | | | February 24 | |
| Web | innisfilscope.com | | | February 24 | |
| Web | saultdowntown.com | | | February 24 | |
| Web | wawanews.com | | | February 25 | |
| Web | haliburtonecho.ca | | | February 25 | |
| Web | wasaga.com | | | February 25 | |
| Web | sautthisweek.com | | | February 25 | |
| Web | interceder.net | | | February 25 | |
| Web | Wawa-news.com | | | February 25 | |
| Web | thebarrieexaminer.com | | | February 26 | |
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