

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

**Consumer Awareness Task Force (TA)
Final Report**

23 October 2012

Communications Progress Report

This report is submitted to the Relief Planning Committee (RPC) and CRTC staff.

This report outlines the public relations activities that the Telecommunications Alliance and individual carriers have undertaken to generate awareness for the introduction of new area code 873 in the 819 region.

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.
- Continue to lay the foundation for seamless addition of new area codes in the future.

Communication Strategies Phase 2

The phase one—Awareness campaign—was to raise awareness of the introduction of new area code 873.

Timeframe: September 2011 – April 2012

The second phase –had the objective of ensuring that residents and businesses were aware that the new area code 873 could start being used as of September 15, 2012.

Timeframe: May 2012 – Sept 2012

Execution

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.

Phase 2– Action incentive Campaign

May 2012 – September 2012

- Media relations
 - Writing and issue of news releases via CNW
 - Targeted distribution to business magazines, regional media, web portals, etc.
- Media monitoring (including regional weeklies) and analysis
- Communications with government, stakeholders and business associations
 - Reminder letter (drive-to-web).
- Advertisement
 - Print advertisement in 3 selected medias (Le Droit, Le Nouvelliste, La Tribune).
 - Date of publication: September 13, 2012

Results

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

The media coverage was excellent with more than 150 articles and broadcast throughout the campaign. All major dailies and radio stations covered the story.

COMMUNICATION ACTIVITIES TIMELINE

Telecommunications Alliance

Phase 1 Awareness campaign: September – October 2011

Timeline	Tactics
September 20, 2011	Q&A Distributed to TA members
September 21, 2011	TA Web site
September 21, 2011	Information document posted on TA web site
October 12, 2011	Press release
October 12, 2011	Information letter to Governments elected Officials
October 13, 2011	Mailing to business associations
October 15, 2011	Print Advertisement
October 13-October 19, 2011	Web Banner

Phase 2– Action incentive Campaign: May 2012 – September 2012

Timeline	Tactics
June 5, 2012	Press release
June 5, 2012	Personalized mailing to Provincial and Federal elected officials
June 5, 2012	Mailing to chambers of Commerce
June 6-7, 2012	Mailing to municipalities
June 8-11, 2012	Mailing to business associations
September 13, 2012	Print Advertisement
September 17, 2012	Press release
September 17-18, 2012	Reminder letter to Chamber of Commerce (30), Business associations (124) and Municipalities (160)

Carrier's Individual report

Bell Canada (including Bell Aliant)

Tactics	Date	Target market
Bell.ca section on new area codes	May, 2012	Business /Consumer markets
Telebec.ca (section on new area code)	February 2012	Business /Consumer markets
Internal awareness campaign	May- June 2012	Bell and Télébec Employees (including frontline)
Email letter and business website	May 2012	Bell Business and wholesale customers
Information message (SIM) on bills	June 2012	Bell Consumer markets wireline and wireless
Information message (SIM) on bills	July 2012	Télébec Customers

ROGERS

Tactics	Date	Target market
Internal briefing	2012	Customer based management and call centre teams

TELUS

Tactics	Date	Target market
Personalized letter	March 2012	Business and wholesale customers
Personalized letter	May 2012	Wholesale customers in Quebec
Bill insert	May 2012	Business customers In Québec
Bill message	September 2012	Mobility customers

VIDEOTRON

Tactics	Date	Target market
Videotron.com (info on new area code)	June 2012	Business and residential customers
Bill message		Business and residential customers

MEDIA COVERAGE -PHASE 1- 2011

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	mobilesyrup.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.lezard.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	

MEDIA COVERAGE -PHASE 2- 2012

Type of media	Title of Media	City/Region	Date of publication	Type of media
Print	Le Nouvelliste	Trois-Rivières	June 6	Print
Print	La Tribune	Sherbrooke	June 7	Print
Print				Print
Print	Abitibi Express	Abitibi	Sept 25	Print
Print	La Tribune	Sherbrooke	Sept 17	Print
Print	L'express	Drummondville	Sept 17	Print
Print	Le Nouvelliste		Sept 18	Print
Print	Le Devoir		Sept 18	Print
Print	Le Droit		Sept 18	Print
Print	Méto		Sept 18	Print
Print	Journal de Montréal		Sept 18	Print
Print	Sorel-Tracy Express		Sept 18	Print
Print	Le Courant		Sept 24	Print
Radio	985 fm		June 5	Radio
Radio	cflx		June 5	Radio
Radio	Info 107		June 5	Radio
Radio	Radio-Canada	Sherbrooke		Radio
Radio	CKOI		June 6	Radio
Radio	97,3	Victoriaville	June 6	Radio
Radio	CHEF-FM	Matagami		Radio
Radio	104,9	Pembroke	August 30	Radio
Radio	RNC media	Rouyn	Sept 4	Radio
Radio	106,9	Mauricie	Sept 17	Radio
Radio	NRJ	Val D'Or	Sept 17	Radio
Radio	Radio Canada (nouvelles)	Abitibi	Sept 17	Radio
Radio	Radio Canada- radio magazine en direct	Abitibi	Sept 17	Radio
Radio	98,5 FM		Sept 17	Radio
Radio	Radio Astral	Abitibi	Sept 17	Radio
Radio	Radio astral	Drummondville	Sept 17	Radio
Radio	97,3	Victoriaville	Sept 18	Radio

Television	TVA Salut Bonjour		Sept 17	Television
Web	fr-ca.finance.yahoo.com/ article.wn.com/		June 5	Web
Web	www.lelezard.com/communiqués.html		June 5	Web
Web	investing.businessweek.com		June 5	Web
Web	www.mediacastermagazine.com		June 5	Web
Web	www.broadcastermagazine.com/		June 5	Web
Web	www.985fm.ca/regional/nouvelles/nouvel-indicatif-regional	Outaouais	June 5	Web
Web	Écho de La Tuque	La Tuque	June 5	Web
Web	www.lhebdojustmaurice.com	Trois-Rivières	June 5	Web
Web	actionredaction.com		June 5	Web
Web	www.info07.com		June 5	Web
Web	www.journallarevue.com/		June 5	
Web	cflx.qc.ca/		June 5	
Web	www.lanouvelle.net	Victoriaville	June 5	
Web	www.lhebojournal		June 5	
Web	hebdo regionaux	Trois-Rivières	June 5	
Web	Hebo Mekinac Des Chenaux		June 6	
Web	lapresse.ca/nouvelliste		June 6	
Web	ckoi.com		June 6	
Web	www.monjeq.com	Abitibi	June 6	
Web	www.cartt.ca		June 6	
Web	www.o973.com	Victoriaville	June 6	
Web	www.toute-la-telephonie.com		June 7	
Web	refletdulac	Magog	June 7	
Web	lapresse.ca/tribune	Sherbrooke	June 7	
Web	www.leprogres.net	Coaticook	June 8	
Web	soutien.videotron.com		June 20	
Web	lannonceur.ca		June 18	
Web	Abitibi express.ca	Abitibi	Sept 17	
Web	lapresse.ca/latribune	Sherbrooke	Sept 17	
Web	valdor.radionrj.ca	Val D'Or	Sept 17	
Web	lelezard.com		Sept 17	
Web	Journalmetro.com		Sept 17	
Web	TVAnouvelles		Sept 17	
Web	fr-ca.finance.yahoo.com/		Sept 17	
Web	lapresse.ca		Sept 17	
Web	www.lesnouvellesrss.com/		Sept 17	
Web	www.hebdosregionaux.ca/abitibi	Abitibi	Sept 17	
Web	MSN sympatico		Sept 17	
Web	Huffington post qc		Sept 17	
Web	Radiocanada.ca		Sept 17	
Web	actionredaction.com		Sept 17	
Web	www.fm1047.ca/		Sept 17	
Web	www.985fm.ca/		Sept 17	
Web	www.silobreaker.com/		Sept 17	
Web	www985fm		Sept 17	
Web	journalexpress.ca		Sept 17	
Web	www.fm1069.ca		Sept 17	
Web	wwwfm1047.ca		Sept 17	

Web	www.tv5.ca		Sept 17	
Web	letincelle.qc.ca		Sept 17	
Web	Fr.ca.actualites.yahoo.com		Sept 17	
Web	journaldequebec.com		Sept 17	
Web	ledevoir.com		Sept 18	
Web	www.o973.com/actualite	Victoriaville	Sept 18	
Web	www.actusmedia.ca/		Sept 18	
Web	article.vn.com		Sept 18	
Web	mrcvalstfrancois		Sept 18	
Web	radiocanada/estrie		Sept 18	
Web	CARTT.ca		Sept 17	
Web	UMQ		Sept 18	
Web	www.ville.victoriaville.qc.ca/		Sept 19	
Web	infotechno.ca		Sept 19	
Web	webotheque.net		Sept 19	
Web	soutien.videotron.com		Sept 19	
Web	tipet.net		Sept 23	