

**Promoting the introduction of local 10-Digit dialing and
new area code 879 in Newfoundland and Labrador**

Progress Report #1

June 2017

Communications Progress Report

This Progress Report is submitted to the Relief Planning Committee (RPC) and CRTC staff for the 709 Overlay project.

This report outlines the public relations activities that the Telecommunications Alliance (TA) has undertaken, for the initial segment of the communications campaign, to generate awareness for the introduction of local 10-digit dialing and new 879 area code in Newfoundland and Labrador. Also included in this document 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 the new area code in the 709 area. Members of the TA are: Bell, Rogers and TELUS.

Communication Objectives

- Increase awareness of 10-digit dialing and the new 879 area code that will serve the same geographic region as the 709 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 inform customers they must reprogram equipment before August 17, 2018.
 - Limit negative perceptions and reactions to these changes.
- Develop core communication materials to be used by the TA members to increase awareness of 10DD.
- Provide open communication channels to address questions and concerns from residents and businesses regarding 10DD implementation.

Communication Strategies Phase 1 – Awareness Campaign

Awareness Campaign- focuses on raising awareness of the switch to 10DD and new area code.

- Target media, consumers and businesses impacted by the change
- Ensure that the appropriate government authorities in Newfoundland and Labrador are informed of the area code relief plan (federal, provincial and municipal government offices and elected officials).

PROGRESS REPORT

Activities initiated by the TA

FEBRUARY-JUNE 2017

- Development of the TA web site: www.dial10.ca and www.10chiffres.ca
- Development of an information brochure available through the TA website: http://www.dial10.ca/content/documents/134101053-3_Bulletin_AN.pdf
- Development of 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
 - Media interviews
- Information letter (drive-to-web) to key stakeholders including:
 - Municipalities
 - Alarm industry
 - Chambers of Commerce
 - Business Associations
 - Seniors associations
 - First Nations
 - Education and Health associations

Timeline	Tactics	Target
February 6	Web site www.dial10.ca	Business and consumer markets, media, employees
February 6	Information document published on TA Web site	Stakeholders
February 6	Key messages document	
May 23	Personalized letter to Government officials	Governments (Federal & Provincial)
May 23	Press release	Media
May 23	Information Letter (drive-to-web)	Municipalities, business associations and other key stakeholders

Results

The initial segment of the TA communications campaign was successful in terms of providing information and raising awareness about new local dialing procedures.

- Media coverage was very good with over 70 articles and news broadcasts.
- Major media covered the news:
 - The Telegram
 - Montreal Gazette
 - Metro News
 - Truro Daily
 - Cape Breton Post
 - Times Colonist
 - Toronto Sun
 - Chronicle Herald
 - Time Colonist
 - The Overcast
 - The Packet
 - Northern Pen
 - Gulf News
 - The western Star
 - CTV News
 - NTV Super station
 - CityNews
 - Radio Canada (Français)
- Communications with key stakeholders proved to be effective
 - Mailing to government officials (47), municipalities (280), and other key stakeholders (100)
 - Numerous mentions on municipalities' websites
 - Following the mailing to Government officials, we were informed that the Government of Newfoundland and Labrador will be undertaking a messaging campaign in the near future. See letter attached below.

Annexes



Government of Newfoundland and Labrador
Department of Tourism, Culture, Industry and Innovation
Office of the Minister

May 30, 2017

Ms. Lucie Papineau Pugliese
Email: lucie.pugliese@sympatico.ca

Dear Ms. Pugliese,

Thank you for your email letter to Premier Ball concerning the implementation of the 10-digit dialing requirement as set out by the Canadian Radio-Television and Telecommunications Commission (CRTC) under Telecom Decision 2017-35. The Premier has asked that I respond on his behalf.

Your letter is rather timely in regards to informing all of citizens and business alike of the impending change to dialing habits. My government will be undertaking a messaging campaign via formal and informal channels in the near future. We may call reference to the Telecommunications Alliance website and the CRTC governing Telecom Decision.

Thank you again on behalf of the Premier and myself.

Sincerely,

A handwritten signature in black ink that reads "C Mitchelmore".

CHRISTOPHER MITCHELMORE, MHA
District of St. Barbe - L'Anse aux Meadows
Minister

c. Premier Dwight Ball

MEDIA COVERAGE -PHASE 1

Type of media	Title of Media	City/Region	Date of publication	Date of interview
Print	The Telegram	St-John's	Feb 3	
Print	The Packet	Clareville	Feb 3	
Print	The Telegram	St-John's	May 23	
Print	Montreal Gazette	Montreal	May 23	
Print	Metro News	Montreal	May 23	
Print	Truro Daily	NS	May 23	
Print	Cape Breton Post	NS	May 23	
Print	Times Colonist	BC	May 23	
Print	Toronto Sun	Toronto	May 24	
Print	Chronicle Herald	NS	May 24	
Print	Time Colonist	BC	May 24	
Print	The Overcast	St-John's	May 24	
Print	The Packet	Clareville	May 24	
Print	Northern Pen	St Anthony	May 24	
Print	Gulf News	Port aux Basques	May 24	
Print	The Guardian	Charlottetown	May 24	
Print	The western Star	Corner Brook	May 24	
Other	Mobile Syrup	Ottawa	May 23	May 23
Chinese Media	Ming Pao Daily News	Toronto		May 23
TV	CTV News	St-John's	May 23	
TV	NTV Super station	St-John's	May 23	
TV	CityNews	Toronto	May 23	
TV	CTV Newsnet (your morning)	St-John's	May 24	
Radio	Radio Canada (Français)	St-John's	May 23	May 23
Radio	95,7	Halifax	May 23	

Web	http://www.cbc.ca/news/canada/newfoundland-labrador/area-code-879-newfoundland-labrador-1.3964389		Feb 3	
Web	http://www.thepacket.ca/news/local/2017/2/3/newfoundland-and-labrador-getting-second-area-code-879.html		Feb 3	
Web	http://www.thetelegram.com/news/local/2017/2/3/newfoundland-and-labrador-getting-second-area-code-879.html		Feb 3	
Web	http://vocm.com/news/province-to-get-second-area-code-in-2018/		Feb 3	
Web	http://www.scoopnest.com/user/CBCNL/827479253293944833		Feb 3	
Web	https://www.facebook.com/permalink.php?id=83109783566&story_fbid=10154860109748567		Feb 3	
Web	https://article.wn.com/view/2017/02/03/lts_official_Newfoundland_and_Labrador_getting_2nd_area_code/		Feb 3	
Web	http://www.cbc.ca/news/canada/newfoundland-labrador/local-dial-10-digits-		May 23	

	1.4127198			
Web	http://www.scoopnest.com/user/CBCNL/866980272750940162		May 23	
Web	http://www.thetelegram.com/news/local/2017/5/23/newfoundland-and-labrador-urged-to-prepare-early-for-10-digit-di.html		May 23	
Web	http://www.gfwadvertiser.ca/news/local/2017/5/23/newfoundland-and-labrador-urged-to-prepare-early-for-10-digit-di.html		May 23	
Web	http://www.montrealgazette.com/news/national/newfoundland+labrador+join+10digit+club/13391488/story.html		May 23	
Web	https://www.tbnewswatch.com/national-news/newfoundland-and-labrador-join-10-digit-club-ahead-of-new-telephone-area-code-622183		May 23	
Web	http://www.metronews.ca/news/canada/2017/05/23/newfoundland-and-labrador-join-10-digit-club-ahead-of-new-telephone-area-code.html		May 23	
Web	http://www.winnipegfreepress.com/canada/newfoundland-and-labrador-join-10-digit-club-ahead-of-new-telephone-area-code-423858273.html		May 23	
Web	http://www.trurodaily.com/news/regional/2017/5/23/newfoundland-and-labrador-join-10-digit-club-ahead-of-new-telephone-area-code.html		May 23	
Web	http://www.citynews.ca/2017/05/23/newfoundland-and-labrador-join-10-digit-club-ahead-of-new-telephone-area-code/		May 23	
Web	http://mobilesyrup.com/2017/05/23/new-area-code-local-10-digit-dialing-coming-newfoundland-labrador/		May 23	
Web	http://www.ctvnews.ca/canada/newfoundland-and-labrador-joins-10-digit-phone-number-club-1.3425264#		May 23	
Web	https://newshound.ca/related/1495553233_158		May 23	
Web	https://www.facebook.com/StJohnsTelegram/posts/10155214797938567		May 23	
Web	https://dailyupdate.ca/?p=42608		May 23	
Web	http://www.thewesternstar.com/news/local/2017/5/23/newfoundland-and-labrador-urged-to-prepare-early-for-10-digit-di.html		May 23	
Web	http://www.capebretonpost.com/news/regional/2017/5/23/newfoundland-and-labrador-join-10-digit-club-ahead-of-new-telephone-area-code.html		May 23	
Web	http://www.scoopnest.com/user/CBCNL/867047492227084289		May 23	
Web	http://nanaimonewsnow.com/article/536872/newfoundland-and-labrador-join-10-digit-club-ahead-new-telephone-area-code		May 23	
Web	http://www.southerngazette.ca/news/local/2017/5/23/newfoundland-and-labrador-urged-to-prepare-early-for-10-digit-di.html		May 23	
Web	http://ntv.ca/news/		May 23	
Web	http://www.timescolonist.com/news/national/newfoundland-and-labrador-join-10-digit-club-ahead-of-new-telephone-area-code-1.20142066		May 24	
Web	https://cartt.ca/article/newfoundland-labrador-prepare-10-digit-dialing-new-area-code-879		May 24	
Web	https://www.pressreader.com/canada/the-telegram-st-johns/20170524/281797103938514		May 24	
Web	http://www.newsjs.com/ca/newfoundland-and-labrador-urged-to-prepare-early-for-10-digit-dialing-new-area-code/dUwsgNDWSjU_LYMk0WZUB4L6Hf86M/		May 24	
Web	https://www.pressreader.com/canada/toronto-sun/20170524/281805693873537		May 24	
Web	http://www.24news.ca/the-news/canada-news/298309-newfoundland-and-labrador-joins-10-digit-phone-number-club		May 24	
Web	http://www.news957.com/national/2017/05/23/newfoundland-and-labrador-join-10-digit-club-ahead-of-new-telephone-area-code/		May 24	
Web	http://thechronicleherald.ca/canada/1471357-newfoundland-and-labrador-join-10-digit-club-ahead-of-new-telephone-area-code		May 24	
Web	https://theovercast.ca/tl-didnt-dial-nl-to-get-10-digit-phone-numbers/		May 24	
Web	http://nanaimonewsnow.com/article/536872/newfoundland-and-labrador-join-10-digit-club-ahead-new-telephone-area-code		May 24	
Web	https://ca.news.yahoo.com/newfoundland-labrador-join-10-digit-145227595.html		May 24	

Web	https://www.pressreader.com/canada/edmonton-sun/20170524/281736974397053		May 24	
Web	http://www.thepacket.ca/news/local/2017/5/23/newfoundland-and-labrador-urged-to-prepare-early-for-10-digit-di.html		May 24	
Web	http://www.gulfnews.ca/news/local/2017/5/23/newfoundland-and-labrador-urged-to-prepare-early-for-10-digit-di.html		May 24	
Web	http://www.northernpen.ca/news/local/2017/5/23/newfoundland-and-labrador-urged-to-prepare-early-for-10-digit-di.html		May 24	
Web	http://www.gfwadvertiser.ca/news/local/2017/5/23/newfoundland-and-labrador-urged-to-prepare-early-for-10-digit-di.html		May 24	
Web	http://technewsnow.com/news/new-area-code-local-10-digit-dialing-coming-to-newfoundland-and-labrador		May 24	
Web	http://vocm.com/news/10-digit-dialing-in-nl-begins-august-2018/		May 24	
Municipalities	http://www.town.stanthony.nf.ca/news.php#a_1514		May 26	
Municipalities	https://www.facebook.com/MunicipalitiesNL/?hc_ref=PAGES_TIMELINE&f=nf		May 26	
Municipalities	https://www.facebook.com/NorrisPointTownCouncil/		May 26	
Municipalities	https://www.facebook.com/Town-of-Isle-aux-Morts-197057040465823/		May 26	

PROGRESS REPORT
INDIVIDUAL CARRIERS



Date	Tactics	Target
March, 2017	Update new area codes page on Bell.ca/BellAliant.ca with new area code for Newfoundland & Labrador	All customers
May, 2017	Messaging for frontline customer care and call centres to inform customers about new area code and 10 DD	All customers
April, May, 2017	Bill messages, email, text messages to raise awareness about new area code and 10 DD	Residential customers in Newfoundland & Labrador – wireline and wireless
April, May, 2017	Letters and email to raise awareness about new area code and 10 DD	Business customers in Newfoundland & Labrador



Date	Tactics	Target
July-August 2017	Rogers is deploying a bill message or SMS to all Rogers wireless customers in the relevant area promoting the introduction of the new area code.	Rogers, Fido and Chatr customers (consumer and business)
July-August 2017	Rogers is notifying frontline customer care staff and responding to customer inquiries about the new area code	Rogers, Fido and Chatr customers (consumer and business)



Date	Tactics	Target
April 2017	TELUS web site	Business and Consumer markets
May 2017	TELUS agent awareness	Business and Consumer markets
May 2017	Targeted customer message	Business and Consumer markets



Consumer Awareness task force (CATF) for the 708 overlay project

New NPA 879 to Overlay NPA 709

June 14, 2017

PROGRESS REPORT #2

Iristel Inc. has notified all front line sales channels and internal staff of the new area code, 879.

We are in the process of sending Consumer Awareness Notices to all our customers to advise them of the new area code herein.

Thank you!

Respectfully,

A handwritten signature in blue ink, appearing to read 'Michelle Preda', with a long horizontal flourish extending to the right.

NICHELLE PREDÁ
Regulatory Affairs

Direct: +1 416-800-0032
Fax: +1 647-977-1049
Email: regulatory@iristel.ca
Web: www.iristel.ca

**675 COCHRANE DRIVE | 6TH FLOOR, EAST TOWER | MARKHAM, ONT L3R 0B8 CANADA
p. +1 (416) 800-4747 | f. +1 (416) 800-7931 | WWW.IRISTEL.COM**



June 19, 2017

Lucie Papineau Pugliese,

Please accept this letter as progress report for the 709 communications progress report.

Eastlink (Bragg Communications Inc.) will begin to communicate the new area code externally in July 2017 with internal communications beginning in June. Communication Outline:

July 1st – Sept 1st, 2017 Eastlink will send targeted monthly bill messages to all consumer and business wireline customers in Newfoundland and Labrador. Key Message: Area code 879 is coming to Newfoundland and Labrador, as a result customers will need to utilize 10 digit dialing. We will drive traffic to website for more information.

March 1st 2018– Sept 1st, 2018 The new area code and 10 digit dialing will be communicated through bill messages, social media, the Eastlink TV bulletin board, and the customer newsletter

August 2018 Internal customer facing channels notified

Please let me know if any additional information is required.

Regards,

Donna Snow
Marketing Manager
Eastlink