

Promoting the introduction of new area code 683 in Ontario

Progress Report #2

July 2022

Communications Progress Report

This final progress report is submitted to the Relief Planning Committee (RPC) and CRTC staff for the 249/705 overlay project. The report outlines the public relations activities that the Telecommunications Alliance (TA) has undertaken to generate awareness for the introduction of the new 683 area code in Ontario. Also included in this document are the reports submitted by individual carriers.

About the Telecommunications Alliance

Canada's major telecommunications service providers have joined forces to develop communications campaign informing the public about the introduction of new area codes in certain calling areas.

Communication Strategies

Since there are no changes in local dialing patterns, the main component of the communication campaign was to conduct a targeted PR campaign to ensure awareness of the new area code with local media, government, businesses and residents.

PROGRESS REPORT

Activities initiated by the TA

JANUARY-JUNE 2022

- Email notification to Government officials (federal, provincial);
- Email notifications to Municipalities and Chambers of Commerce
- Media relations
 - Issue of news releases

Timeline	Tactics	Target
January 19	Media release	Media
January 19	E mail note	Governments (Federal &
		Provincial)
January 19	E mail note	Municipalities, business
		associations and other key
		stakeholders
June 15	Media release	Media
June 15	E mail note	Municipalities, business
		associations and other key
		stakeholders

Annexes

MEDIA COVERAGE: JANUARY -JUNE 2022

Type of media	Title of Media	Date of publication	Date of interview
Radio	94,9 rouge	Jan 19	
Radio	94,9 rouge	Jan 19	
Radio	CBC Radio One	June 15	June 15
Radio	ODO NAGIO ONE	June 15	ounc to
rtaaro			
TV	CTV News Timmins	Jan 20	Jan 20
Print	Manitoulin Expositor	Jan 19	Jan 19
Print	Manitoulin Expositor	June 15	June 15
		-	
Web	https://finance.yahoo.com/news/area-codes-ontario-130000761.html	Jan 19	
Web	https://www.lelezard.com/communique-20198754.html	Jan 19	
Web	https://www.userwalls.com/n/area-codes-ontario-2701283/	Jan 19	
Web	https://www.mymuskokanow.com/116379/new-area-code-coming-to-the-region/	Jan 19	
Web	https://www.cbj.ca/municipal-news/?rkey=20220119C1037&filter=4784	Jan 19	
Web	http://www.lannonceur.ca/Pages/Nouvelles_CNW.php?rkey=20220119C4013&fil ter=10468	Jan 19	
Web	https://www.tolerance.ca/en/newswire?rkey=20220119C1037&filter=21675	Jan 19	
Web	http://www.mastheadonline.com/cnw/?rkey=20220119C1037&filter=5207	Jan 19	
Web	https://www.onenewspage.com/prnewswire.php?rkey=20220119C1037&filter=39 68	Jan 19	
Web	https://digitalconqurer.com/prnewswire/technology/?rkey=20220119C1037&filter =3833	Jan 19	
Web	https://www.techinsideout.co/tech-releases?rkey=20220119C1037&filter=21681	Jan 19	
Web	https://www.mybancroftnow.com/54342/new-numbers-in-area-may-not-get-613-area-code/	Jan 19	
Web	https://cartt.ca/new-area-codes-coming-to-ontario/	Jan 19	
Web	https://ottawa.ctvnews.ca/ottawa-is-getting-a-third-area-code-this-spring-1.5746351	Jan 19	
Web	https://heromag.net/ottawa-will-have-a-third-area-code-this-spring	Jan 19	
Web			
Web	https://bestinau.net/ottawa-will-receive-its-third-area-code-this-spring	Jan 19	
Web	https://uggcozy.com/ottawa-gets-a-third-area-code-this-spring/	Jan 19	
Web	https://duchetridao.com/ottawa-is-getting-a-third-area-code-this-spring/	Jan 19	
Web	https://canada.on-24.com/local/75059.html	Jan 19	
	https://flipboard.com/@ctvnews/ottawa-q9ejf5frz/ottawa-is-getting-a-third-area-code-this-spring/aSxNQQ12QiKw5imGVRcBZA%3Aa%3A2823982346-	Jan 19	

https://orwavaritzen.com/inews/local-news/ottawa-getting-new-area-code-in-march Jan 19		fd367bf8b6%2Fctvnews.ca	
heres-what-you-need-to-know https://www.msn.com/en-za/news/canada/ottawa-getting-new-area-code-in- march/ar-AASX582?ocid=hplocalnews Web https://heromag.net/ottawa-will-have-a-new-area-code-in-march beh https://heromag.net/ottawa-will-have-a-new-area-code-in-march beh https://heromag.net/ottawa-will-have-a-new-area-code-in-march Jan 19 Web https://heroarada/39775e299977095083a0zb38666 Web https://hecanadian.news/2022/01/19/ontanio-gets-2-new-area-code-in- march-199224880c8439775e299977095083a0zb38666 Web https://hecanadian.news/2022/01/19/ontanio-gets-2-new-area-code-sthis-year- and-herei-s-what-you-need-to-know/ Web https://hiscanadian.news/2022/01/19/ontanio-gets-2-new-area-code-sthis-year- and-herei-s-what-you-need-to-know/ Web https://hiscanadian.news/2022/01/19/ontanio-gets-2-new-area-code-starting-in-march/ Jan 19 Web https://sinvonite.com/ottawa-si-getting-a-new-area-code-in-march/ Web https://got/can.com/ottawa-will-get-a-new-area-code-in-march/ Jan 19 Web https://sip/clan.com/ottawa-will-get-a-new-area-code-in-march/ Jan 19 Web https://sip/clan.com/ottawa-will-get-a-new-area-code-starting-in-march/ Jan 19 Web https://sip/clan.com/ottawa-will-get-a-new-area-code-starting-in-march/ Jan 19 Web https://sip/clan.com/its-will-be-ottawas-new-area-code-starting-in-march/ Jan 19 Web https://sip/cin.com/its-will-be-ottawas-new-area-code-starting-in-march/ Jan 19 Web https://sip/cin.com/its-will-be-ottawas-new-area-code-starting-in-march/ Jan 19 Web https://www.myparysoundnow.com/65752/683-area-code-coming-to-parry- sound-in-mid-june/ Web https://www.myparysoundnow.com/65752/683-area-code-coming-to-parry- sound-in-mid-june/ Web https://sic.nadia.com/news/gola-news/gola-en-astern-ontario- ths-spring Web https://sic.nadia.com/news/gola-news/gola-new-area-code-coming-to-parry- sound-in-mid-june/ Web https://sic.nadia.com/news/gola-news/gola-new-area-code-coming-to-parry- sound-in-mid-june/ Web https://sic.nadia.com/news/gola-news/gola-new-area-code-coming-to-parry- sound-in-mid-june/ Web https://gola-new-area-code-m	Web	https://ottawacitizen.com/news/local-news/ottawa-getting-new-area-code-in-	Jan 19
marchiar-AASXS827coid-hiplocalnews Web https://herwinz-d.com/News/459539.html Web https://newinz-d.com/News/459539.html Web https://newinz-d.com/News/459539.html Web https://newinz-d.com/News/459539.html Web https://newinz-d.com/News/459539.html Web https://herwinz-d.com/News/459539.html Web https://herwinz-d.com/News/459539.html Web https://hips.diacom/ottawa-gets-new-area-code-in-march/ Web https://hips.diacom/ottawa-gets-new-area-code-in-march/ Web https://hips.diacom/ottawa-gets-new-area-code-in-march/ Web https://hips.diacom/ottawa-gets-new-area-code-in-march/ Web https://hovoniacom/ottawa-in-get-a-new-area-code-in-march/ Web https://hovoniacom/ottawa-in-get-a-new-area-code-in-march/ Web https://hovoniacom/ottawa-in-get-a-new-area-code-in-march/ Web https://hovoniacom/ottawa-in-get-a-new-area-code-in-march/ Web https://hovoniacom/ottawa-in-get-a-new-area-code-in-march/ Web https://sociari.com/this-spring/ Web https://sociari.com/this-spring/ Web https://sociari.com/this-will-be-ottawas-new-area-code-starting-in-march/ Ban 19 Web https://sociari.com/this-will-be-ottawas-new-area-code-starting-in-march/ Web https://sociari.com/this-spring/ Web https://sociari.com/this-a-code-753-will-be-introduced-in-aastern-ontario-this-spring/ Web https://www.myparsysoundnow.com/65752/683-area-code-coming-to-parry- sound-in-mid-june/ Web https://sociari.com/news/focal-news/ottawa-getting-new-area-code-in-march/ Jan 19 Web https://sociari.com/news/focal-news/ottawa-getting-new-a	Web		Jan 19
Meb https://news.in-24.com/News/459539.html Jan 19 https://news.knowledia.com/CA/en/articles/ottawa-getting-new-area-code-in-march-199234880c643977c5e29977095063a02b386d6 Jan 19 march-199234880c643977c5e29977095063a02b386d6 Jan 19	Web	march/ar-AASX58Z?ocid=hplocalnews	Jan 19
Meb	Web	https://heromag.net/ottawa-will-have-a-new-area-code-in-march	Jan 19
march_199234880c843977c5e2997f7095083ac02538f66 Web https://thecanadian.news/2022/01/19/ontaino-gets-2-new-area-codes-this-year-and-here-is-what-you-need-to-know/ Web https://thixabia.com/totawa-gets-new-area-code-in-march/ Web https://kinxabia.com/totawa-gets-new-area-code-in-march/ Web https://sixabia.com/totawa-gets-new-area-code-in-march/ Web https://gotan.com/totawa-is-getting-a-new-area-code-in-march/ Web https://socian.com/totawa-is-getting-a-new-area-code-in-march/ Web https://socian.com/totawa-is-getting-a-new-area-code-in-march/ Web https://socian.com/totawa-is-getting-a-new-area-code-in-march/ Web https://socian.com/this-will-be-ottawas-new-area-code-in-march/ Web https://socian.com/this-will-be-ottawas-new-area-code-in-march/ Web https://socian.com/this-will-be-ottawas-new-area-code-starting-in-march/ Web https://wendobi.com/new-area-code-753-si-introduced-in-eastern-ontario-this-spring Web https://www.myparrysoundnow.com/65752/683-area-code-coming-to-parry-sound-in-mid-june/ Web https://www.myparrysoundnow.com/65752/683-area-code-coming-to-parry-sound-in-mid-june/ Web https://www.mypimminsnow.com/61112/new-area-code-coming-to-the-region/ Web https://socanada.com/news/olcal-news/oltawa-getting-new-area-code-in-march/ Web https://socanada.com/totawa-ill-get-in-ew-area-code-in-march/ Web https://socanada.com/totawa-ill-get-in-ew-area-code-in-march/ Web https://socanada.com/totawa-ill-get-in-ew-area-code-in-march/ Web https://socanada.com/totawa-ill-get-in-ew-area-code-in-march/ Web https://socanada.com/totawa-ill-get-in-ew-area-code-in-march/ Web https://socanada.com/totawa-ill-get-in-ew-area-code-in-march/ Jan 19 Web https://socanada.com/totawa-ill-getting-a-new-area-code-in-march/ Jan 19 Web https://socanada.com/totawa-ill-getting-a-new-area-code-in-march/ Jan 19 Web https://socanada.com/totawa-ill-getting-a-new-area-code-in-march/ Jan 19 Web https://socanada.com/totawa-getting-a-new-area-code-in-march/ Jan 19 Web https://socanada.com/totawa-getting-a-new-area-code-in-march/ Jan 19 Web https://soca	Web	L	Jan 19
and-here-is-what-you-need-to-know/ Web https://linkabia.com/ottawa-gets-new-area-code-in-march/ Web https://almoon.com/this-will-be-ottawas-new-area-code-in-march/ Web https://almoon.com/ottawa-is-getting-a-new-area-code-in-march/ Web https://gclan.com/ottawa-will-get-a-new-area-code-in-march/ Web https://gclan.com/ottawa-will-get-a-new-area-code-in-march/ Web https://gclan.com/ottawa-will-get-a-new-area-code-in-march/ Web https://gclan.com/this-will-be-ottawas-new-area-code-in-march/ Web https://solozair.com/this-will-be-ottawas-new-area-code-starting-in-march/ Web https://solozair.com/this-will-be-ottawas-new-area-code-starting-in-march/ Web https://solozair.com/this-will-be-ottawas-new-area-code-starting-in-march/ Web https://www.myparrysoundnow.com/6753/is-introduced-in-eastern-ontario-this-spring/ Web https://www.myparrysoundnow.com/65752/683-area-code-coming-to-parry-sound-in-mid-june/ Web https://www.myparrysoundnow.com/61112/new-area-code-coming-to-the-region/ Web https://ocanada.com/news/local-news/ottawa-getting-new-area-code-in-march/ Web https://ocanada.com/ottawa-will-get-a-new-area-code-in-march/ Web https://canada.on-24.com/local/75394.html Web https://canada.on-24.com/local/75394.html Web https://canada.on-24.com/local/75394.html Web https://canada.on-24.com/local/75394.html Web https://canada.on-24.com/local/75394.html Web https://www.mymusch.com/ottawa-is-getting-a-new-area-code-in-march/ Jan 19 Web https://www.detrida-canada.ca/nouvelle/1855674/indicatif-telephone-regionaux-753-683-ontario-crtc-telecommunication- Web https://www.news-ca/video/cityle-de-de-de-de-de-de-de-de-de-de-de-de-de	Web	march-199234880c843977c5e2997f7095083a02b386d6	Jan 19
Web https://almooon.com/this-will-be-ottawas-new-area-code-starting-in-march/ Jan 19 Web https://povonite.com/ottawa-is-getting-anew-area-code-in-march/ Jan 19 Web https://povonite.com/ottawa-is-getting-anew-area-code-in-march/ Jan 19 Web https://solozai.com/ottawa-will-get-a-new-area-code-in-march/ Jan 19 Web https://solozai.com/fibis-will-be-ottawas-new-area-code-starting-in-march/ Jan 19 Web https://solozai.com/fibis-spring/ Jan 19 Web https://windobi.com/new-area-code-753-is-introduced-in-eastern-ontario-this-spring/ Jan 19 Web https://www.myparrysoundnow.com/65752/683-area-code-coming-to-parry-sound-in-mid-june/ Jan 19 Web https://www.mytimminsnow.com/65752/683-area-code-coming-to-the-region/ Jan 19 Web https://www.mytimminsnow.com/61112/new-area-code-coming-to-the-region/ Jan 19 Web https://www.mytimminsnow.com/61112/new-area-code-in-march/ Jan 19 Web https://alicada-com/inews/social-news/ottawa-getting-new-area-code-in-march/ Jan 19 Web https://alicada-code-in-march/ Jan 19 Web https://canada.on-24.com/local/75394.html Jan 19	Web	https://thecanadian.news/2022/01/19/ontario-gets-2-new-area-codes-this-year-and-here-is-what-you-need-to-know/	Jan 19
Web https://grodan.com/ottawa-sis-getting-a-new-area-code-in-march/ Jan 19 Web https://grydan.com/ottawa-will-get-a-new-area-code-in-march/ Jan 19 Web https://newdobia.org/02/22/10/20/the-new-753-area-code-will-be-introduced-in-eastern-ontario-this-spring/ Jan 19 Web https://solozair.com/this-will-be-ottawas-new-area-code-starting-in-march/ Jan 19 Web https://solozair.com/this-will-be-ottawas-new-area-code-starting-in-march/ Jan 19 Web https://windobi.com/new-area-code-753-will-be-introduced-in-eastern-ontario-this-spring/ Jan 19 Web https://www.myparrysoundnow.com/65752/683-area-code-coming-to-parry-sound-in-mid-june/ Jan 19 Web https://www.myparrysoundnow.com/65752/683-area-code-coming-to-the-region/ Jan 19 Web https://www.mytimminsnow.com/61112/new-area-code-coming-to-the-region/ Jan 19 Web https://www.mytimminsnow.com/61112/new-area-code-coming-to-the-region/ Jan 19 Web https://www.mytimminsnow.com/61112/new-area-code-coming-to-the-region/ Jan 19 Web https://wanaca-code-in-dew-area-code-in-march/ Jan 19 Web https://wanaca-code-in-dew-area-code-in-march/ Jan 19 Hutps://wanaca-code-in-march/ <td>Web</td> <td></td> <td>Jan 19</td>	Web		Jan 19
Web https://gryclan.com/ottawa-will-get-a-new-area-code-in-march/ Jan 19 Web https://newsdubai.org/2022/01/20/the-new-753-area-code-will-be-introduced-in-eastern-ontario-this-spring/ Jan 19 Web https://solozair.com/this-will-be-ottawas-new-area-code-starting-in-march/ Jan 19 Web https://solozair.com/this-will-be-ottawas-new-area-code-in-eastern-ontario-this-spring/ Jan 19 Web https://windobi.com/new-area-code-753-will-be-introduced-in-eastern-ontario-this-spring/ Jan 19 Web https://windobi.com/new-area-code-753-will-be-introduced-in-eastern-ontario-this-spring/ Jan 19 Web https://www.mytimminsnow.com/65752/683-area-code-coming-to-parry-sound-in-mid-june/ Jan 19 Web https://www.mytimminsnow.com/65752/683-area-code-coming-to-parry-sound-in-mid-june/ Jan 19 Web https://sounda.com/news/local-news/ottawa-getting-new-area-code-in-march Jan 19 Web https://sounda.or.2/sound/ottawa-is-getting-a-new-area-code-in-march/ Jan 19 Web https://sounda.or.2/sound-ottawa-is-getting-a-new-area-code-in-march/ Jan 19 Web https://sounda.or.2/sound-ot-ottawa-is-getting-a-new-area-code-in-march/ Jan 19 Web https://sounda.or.2/sound-in-march-cbc-news/a-code-in-march-cbc-new	Web		Jan 19
Web https://gryclan.com/lottawa-will-get-a-new-area-code-in-march/ Jan 19 Web https://newsdubai.org/2022/01/20/the-new-753-area-code-will-be-introduced-in-eastern-ontario-this-spring/ Jan 19 Web https://solozair.com/this-will-be-ottawas-new-area-code-starting-in-march/ Jan 19 Web https://windobi.com/new-area-code-753-is-introduced-in-eastern-ontario-this-spring/ Jan 19 Web https://windobi.com/new-area-code-753-will-be-introduced-in-eastern-ontario-this-spring/ Jan 19 Web https://www.myparrysoundnow.com/65752/683-area-code-coming-to-parry-sound-in-mid-june/ Jan 19 Web https://www.mytimminsnow.com/65112/new-area-code-coming-to-the-region/sound-in-mid-june/ Jan 19 Web https://ocanada.com/news/local-news/ottawa-getting-new-area-code-in-march Jan 19 Web https://canada.com/cala.com/local/75394.html Jan 19 Web https://canada.on-24.com/local/75394.html Jan 19 Web https://locanada.com/canda.ca/nouvelle/1855674/indicatif-telephone-regionaux-753-683-and-cot-telecommunications Jan 19 Web https://locanada.com/canducedin-march-cot-news/a-code-in-march-2/Jan 19 Jan 20 Web https://wws.fr-24.com/rentreprise/895563.html Jan 20 <tr< td=""><td>Web</td><td></td><td>Jan 19</td></tr<>	Web		Jan 19
https://newsdubai.org/2022/01/20/the-new-753-area-code-will-be-introduced-ineastern-ontario-this-spring/ Jan 19	Web		Jan 19
Web https://solozair.com/this-will-be-ottawas-new-area-code-starting-in-march/ Jan 19 Web https://heromag.net/new-area-code-753-is-introduced-in-eastern-ontario-this-spring/ Jan 19 Web https://windobi.com/new-area-code-753-will-be-introduced-in-eastern-ontario-this-spring/ Jan 19 Web https://www.myparrysoundnow.com/65752/683-area-code-coming-to-parry-sound-in-mid-june/ Jan 19 Web https://www.mytimminsnow.com/61112/new-area-code-coming-to-the-region/ Jan 19 Web https://www.mytimminsnow.com/61112/new-area-code-coming-to-the-region/ Jan 19 Web https://www.mytimminsnow.com/fe1112/new-area-code-coming-to-the-region/ Jan 19 Web https://alocanada.com/news/local-news/ottawa-getting-new-area-code-in-march Jan 19 Web https://duchetridao.com/otea-is-getting-a-new-area-code-in-march/ Jan 19 Web https://duchetridao.com/otea-is-getting-a-new-area-code-in-march/ Jan 19 Web https://icradio-canada.ca/nouvelle/1855674/indicatif-telephone-regionaux-753-d83-aba-ntario-crtc-telecommunications Jan 19 Web https://ipows.fr.24.com/entreprise/895563.html Jan 19 Web https://ipows.fr.24.com/entreprise/895563.html Jan 20 Web	Web	https://newsdubai.org/2022/01/20/the-new-753-area-code-will-be-introduced-in-	Jan 19
https://heromag.net/new-area-code-753-is-introduced-in-eastern-ontario-this-spring Jan 19	Web		Jan 19
this-spring/ https://www.myparrysoundnow.com/65752/683-area-code-coming-to-parry- sound-in-mid-june/ https://www.mytimminsnow.com/61112/new-area-code-coming-to-the-region/ Web https://c.canada.com/news/local-news/ottawa-getting-new-area-code-in-march/ Web https://canada.on-24.com/local/75394.html Web https://canada.on-24.com/local/75394.html Web https://ci.nadio-canada.ca/nouvelle/1855674/indicatif-telephone-regionaux-753- 683-ontario-crto-telecommunications https://lipib.cr.adio-canada.ca/nouvelle/1855674/indicatif-telephone-regionaux-753- 683-ontario-crto-telecommunications https://lipib.cr.adio-canada.ca/nouvelle/1855674/indicatif-telephone-regionaux-753- 683-ontario-crto-telecommunications https://lipiboard.com/topic/torontoentertainment/call-753-maybe-eastern-ontario- to-add-third-area-code-in-march-cbc-news/a- 28tlt/mrknSBS_W9eFIF70KA%3Aa%3A107108217-e67bfc6046%2Fcbc.ca Web https://lipiboard.com/topic/torontoentertainment/call-753-maybe-eastern-ontario- to-add-third-area-code-in-march-cbc-news/a- 28tlt/mrknSBS_W9eFIF70KA%3Aa%3A107108217-e67bfc6046%2Fcbc.ca Web https://iwww.ctvnews.ca/video?clipId=2365834 Web https://www.nymuskokanow.com/119483/news/new-683-area-code-in-ontario- 12000027.html?guccounter=18guce_referrer=aHR0cHM6Ly93d3cuZ29vZzxlL mNvbS88guce_referrer_sig=AQAAAMgNQGvHVu- Ep4YTb24NZKFXwnp2Z1GhhYzpMRFj9mRtl4z0JWNb3cV8hlcWLFRjBEsadqb Ej62t5pa1J9LVd4bagqFPHB7y8J- mGT3Dv11zPWN_I5vMfKjB5dV6eD65OUrZ7jGw6aJ7bcZyjicdT_5sMiWnapDfgn VeSLtwdDeR https://www.mynorthbaynow.com/89273/featured/new-683-area-code-arrives- this-weekend/	Web	https://heromag.net/new-area-code-753-is-introduced-in-eastern-ontario-this-	Jan 19
Sound-in-mid-june/ Sound-i	Web		Jan 19
Web https://o.canada.com/news/local-news/ottawa-getting-new-area-code-in-march Jan 19 Web https://almooon.com/ottawa-will-get-a-new-area-code-in-march/ Jan 19 Web https://canada.on-24.com/local/75394.html Jan 19 Web https://duchetridao.com/ottawa-is-getting-a-new-area-code-in-march/ Jan 19 Web https://duchetridao.com/ottawa-is-getting-a-new-area-code-in-march/ Jan 19 Web https://iourdico-canada.ca/nouvelle/1855674/indicatif-telephone-regionaux-753-683-ontario-crtc-telecommunications Jan 19 Web https://news.fr-24.com/entreprise/895563.html Jan 19 Web https://upacozy.com/this-will-be-ottawas-new-area-code-starting-in-march-2/ Jan 20 Web https://silipboard.com/topic/torontoentertainment/call-753-maybe-eastern-ontario-to-add-third-area-code-in-march-obc-news/a-2BttWmKnSBS_W9eFIF70KA%3Aa%3A107108217-e67bfc6046%2Fcbc.ca Jan 20 Web https://www.newswire.ca/news-releases/introduction-of-683-area-code-arrives-this-weekend/ June 15 Web https://www.mymuskokanow.com/19483/news/new-683-area-code-ontario-120000027.html?guccounter-18guce_referrer=al+R0cHM6Ly93d3cuZ29vZzxll_mNvbS8&guce_referrer_sig=AQAAAMgNQGVHVu-Ep4YTb24NZKFXwnp2Z1GhhYzDMRFj9mRti4z0JWNb3cV8hlcWLFRjBEsadqbEJ625paLl9LVd4bagqFPHB7y8J-mGT3Dv11zPWN_J5vMfkjB5dV6eD65OUrZ7jGw6aJ7bcZyjicdT_5sMiWnapDfgn_VeSLtwdDeR June 15	Web		Jan 19
Web https://o.canada.com/news/local-news/ottawa-getting-new-area-code-in-march Jan 19 Web https://almoon.com/ottawa-will-get-a-new-area-code-in-march/ Jan 19 Web https://canada.on-24.com/local/75394.html Jan 19 Web https://duchetridao.com/ottawa-is-getting-a-new-area-code-in-march/ Jan 19 Web https://duchetridao.com/ottawa-is-getting-a-new-area-code-in-march/ Jan 19 Web https://io.radio-canada.ca/nouvelle/1855674/indicatif-telephone-regionaux-753-683-ontario-crtc-telecommunications Jan 19 Web https://news.fr-24.com/entreprise/895563.html Jan 19 Web https://lugcozy.com/this-will-be-ottawas-new-area-code-starting-in-march-2/ Jan 20 Web https://silipboard.com/topic/torontoentertainment/call-753-maybe-eastern-ontario-to-add-third-area-code-in-march-bc-news/a-2BttWmKnSBS_W9eFIF70KA%3Aa%3A107108217-e67bfc6046%2Fcbc.ca Jan 20 Web https://www.roww.cvnews.ca/video?clipId=2365834 Jan 20 Web https://www.mymuskokanow.com/119483/news/new-683-area-code-arrives-this-weekend/ June 15 Web https://inance.yahoo.com/news/introduction-683-area-code-ontario-120000027.html?guccounter-18guce_referrer=alHR0cHMBLy93d3cuZ9vZzxll_mxvbs8&guce_referrer_sig=AQAAAMgNQGVHVu-Ep4YTb24NZKFXwnp2Z1GhhYzpMRFj9mRti4z0JWNb3cV8hlcWLFRjBEsadqbEJ625paLl9LVd4ba	Web	https://www.mytimminsnow.com/61112/new-area-code-coming-to-the-region/	Jan 19
Web https://almooon.com/ottawa-will-get-a-new-area-code-in-march/ Jan 19 Web https://canada.on-24.com/local/75394.html Jan 19 Web https://canada.on-24.com/local/75394.html Jan 19 Web https://cic.radio-canada.ca/nouvelle/1855674/indicatif-telephone-regionaux-753-683-ontario-crtc-telecommunications Jan 19 Web https://news.fr-24.com/entreprise/895563.html Jan 19 Web https://luggcozy.com/this-will-be-ottawas-new-area-code-starting-in-march-2/ Jan 20 Web https://liipboard.com/topic/torontoentertainment/call-753-maybe-eastern-ontario-to-add-third-area-code-in-march-cbc-news/a-2BtWmKnSBS_W9eFIF70KA%3Aa%3A107108217-e67bfc6046%2Fcbc.ca Jan 20 Web https://www.ctvnews.ca/video?clipid=2365834 Jan 20 Web https://www.newswire.ca/news-releases/introduction-of-683-area-code-in-ontario-886223815.html June 15 Web https://www.mymuskokanow.com/119483/news/new-683-area-code-arrives-this-weekend/ June 15 Web https://finance.yahoo.com/news/introduction-683-area-code-ontario-120000027.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNb58&guce_referrer_sig=AQAAAMlgNQGvHVu_Ep4YTb24NZKFXwnp2Z1GhhYZpMRFj9mRti4z0JWNb3cV8hlcWLFRjBEsadqb_EJ6255paLj9LVd4bagqFPHB7y8J-mGT3Dv11zPWN_I5vMfKjB5dV6eD65OUrZ7jGw6aJ7bcZyjicdT_5sMiWnapDfgn_VeSLtwdDeR June 15 Web			
Web https://canada.on-24.com/local/75394.html Jan 19 Web https://duchetridao.com/ottawa-is-getting-a-new-area-code-in-march/ Jan 19 Web https://ici.radio-canada.ca/nouvelle/185674/indicatif-telephone-regionaux-753-683-ontario-crtc-telecommunications Jan 19 Web https://inews.fr-24.com/entreprise/895563.html Jan 19 Web https://uggcozy.com/this-will-be-ottawas-new-area-code-starting-in-march-2/ Jan 20 Web https://sipboard.com/topic/torontoentertainment/call-753-maybe-eastern-ontario-to-add-third-area-code-in-march-cbc-news/a-2BtlWmKnSBS_W9eFIF70KA%3Aa%3A107108217-e67bfc6046%2Fcbc.ca Jan 20 Web https://www.ctvnews.ca/video?clipId=2365834 Jan 20 Web https://www.newswire.ca/news-releases/introduction-of-683-area-code-in-ontario-886223815.html June 15 Web https://www.mymuskokanow.com/119483/news/new-683-area-code-arrives-this-weekend/ June 15 Web https://finance.yahoo.com/news/introduction-683-area-code-ontario-120000027.html?guccounter=18guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAAMgNQGVHVu_Ep4YTb24NZKFxwpz2TlGhhYZpMRFj9mRtl4z0JWNb3cV8hlcWLFRjBEsadqb_EJ62t5paLl9LVd4bagqFPHB7y8J-mGT3Dv11zPWN_15vMfKjB5dV6eD65OUrZ7jGw6aJ7bcZyjicdT_5sMiWnapDfgn_VeSLtwdDeR June 15 Web https://www.mynorthbaynow.com/89273/featured/new-683-area-code-arrives-this-weekend/ Jun			
Web https://duchetridao.com/ottawa-is-getting-a-new-area-code-in-march/ Jan 19 Web https://ici.radio-canada.ca/nouvelle/1855674/indicatif-telephone-regionaux-753-683-ontario-crtc-telecommunications Jan 19 Web https://news.fr-24.com/entreprise/895563.html Jan 19 Web https://uggcozy.com/this-will-be-ottawas-new-area-code-starting-in-march-2/bradd-third-area-code-in-march-cbc-news/a-2BtlWmKnSBS_W9eFIF70KA%3Aa%3A107108217-e67bfc6046%2Fcbc.ca Jan 20 Web https://www.ctvnews.ca/video?clipId=2365834 Jan 20 Web https://www.newswire.ca/news-releases/introduction-of-683-area-code-in-ontario-886223815.html June 15 Web https://www.mymuskokanow.com/119483/news/new-683-area-code-arrives-thisweekend/ June 15 Web https://finance.yahoo.com/news/introduction-683-area-code-ontario-120000027.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZzxlLmNvbS8&guce_referrer_sig=AQAAAMgNQGvHVu-Ep4YTb24NZKFxwnp2Z1GhhYzpMRFj9mRtl4z0JWNb3cV8hlcWLFRjBEsadqbEJ62t5paLl9LVd4bagqFPHB7y8JmGT3Dv11zPWN_I5vMfkjB5dV6eD65OUrZ7jGw6aJ7bcZyjicdT_5sMiWnapDfgnVeSLtwdDeR June 15 Web https://www.mynorthbaynow.com/89273/featured/new-683-area-code-arrives-this-weekend/ June 15			1
Web https://ici.radio-canada.ca/nouvelle/1855674/indicatif-telephone-regionaux-753-683-ontario-crtc-telecommunications Jan 19 Web https://news.fr-24.com/entreprise/895563.html Jan 19 Web https://lugoczy.com/this-will-be-ottawas-new-area-code-starting-in-march-2/ Jan 20 Web https://flipboard.com/topic/toronteentertainment/call-753-maybe-eastern-ontario-to-add-third-area-code-in-march-cbc-news/a-2BtlWmKnSBS_W9eFIF70KA%3Aa%3A107108217-e67bfc6046%2Fcbc.ca Jan 20 Web https://www.newswire.ca/news-releases/introduction-of-683-area-code-in-ontario-886223815.html June 15 Web https://www.mymuskokanow.com/119483/news/new-683-area-code-arrives-thisweekend/ June 15 Web https://finance.yahoo.com/news/introduction-683-area-code-ontario-120000027.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAAMgNQGvHVu_Ep4YTb24NZKFXwnp2Z1GhhYZpMRFj9mRtl4z0JWNb3cV8hlcWLFRjBEsadqbEJ62t5paLl9LVd4bagqFPHB7y8JmGT3bv11zVd4bagqFPHB7y8JmGT3bv11zVd4bagqFPHB7y8JmGT3bv11zVd4bagqFPHB7y8JmGT3bv11zVd4bagqFPHB7y8JmGT3bv11zVd4bagqFPHB7y8JmGT3bv11zVd4bagqFPHB7y8JmGT3bv11zVd4bagqFPHB7y8JmGT3bv11zVd4bagqFPHB7y8JmGT3bv11zVd4bagqFPHB7y8JmGT3bv11zVd4bagqFPHB7y8JmGT3bv11zVd4bagqFPHB7y8JmGT3bv11zVd4bagqFPHB7y8JmGT3bv11zVd4bagqFPHB7y8JmGT3bv11zVd4bagqFPHB7y8JmGT3bv12yBNGT3featured/new-683-area-code-arrives-this-weekend/ June 15			
Web https://news.fr-24.com/entreprise/895563.html Jan 19 Web https://uggcozy.com/this-will-be-ottawas-new-area-code-starting-in-march-2/ Jan 20 Web https://flipboard.com/topic/torontoentertainment/call-753-maybe-eastern-ontario-to-add-third-area-code-in-march-cbc-news/a-2BtlWmKnSBS_W9eFIF70KA%3Aa%3A107108217-e67bfc6046%2Fcbc.ca Jan 20 Web https://www.ctvnews.ca/video?clipId=2365834 Jan 20 Web https://www.newswire.ca/news-releases/introduction-of-683-area-code-in-ontario-886223815.html June 15 Web https://www.mymuskokanow.com/119483/news/new-683-area-code-arrives-thisweekend/ June 15 Web https://inance.yahoo.com/news/introduction-683-area-code-ontario-120000027.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAAMgNQGvHVu-Ep4YTb24NZKFXwnp2Z1GhhYZpMRFj9mRtl4z0JWNb3cV8hlcWLFRjBEsadqbEJ62t5paLl9LVd4bagqFPHB7y8JmGT3Dv11zPWN_15vMfKjB5dV6eD65OUrZ7jGw6aJ7bcZyjicdT_5sMiWnapDfgnVeSLtwdDeR June 15 Web https://www.mynorthbaynow.com/89273/featured/new-683-area-code-arrives-this-weekend/ June 15	Web	https://ici.radio-canada.ca/nouvelle/1855674/indicatif-telephone-regionaux-753-	
Web https://uggcozy.com/this-will-be-ottawas-new-area-code-starting-in-march-2/ Jan 20 Web https://flipboard.com/topic/torontoentertainment/call-753-maybe-eastern-ontario-to-add-third-area-code-in-march-cbc-news/a-2BtlWmKnSBS_W9eFIF70KA%3Aa%3A107108217-e67bfc6046%2Fcbc.ca Jan 20 Web https://www.ctvnews.ca/video?clipId=2365834 Jan 20 Web https://www.newswire.ca/news-releases/introduction-of-683-area-code-in-ontario-886223815.html June 15 Web https://www.mymuskokanow.com/119483/news/new-683-area-code-arrives-thisweekend/ June 15 Web https://finance.yahoo.com/news/introduction-683-area-code-ontario-120000027.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAAMgNQGvHVu-Ep4YTb24NZKFXwnp2Z1GhhYZpMRFj9mRtl4z0JWNb3cV8hlcWLFRjBEsadqbEJ62t5paLl9LVd4bagqFPHB7y8J-mGT3Dv11zPWN_l5vMfKjB5dV6eD65OUrZ7jGw6aJ7bcZyjicdT_5sMiWnapDfgnVeSLtwdDeR June 15 Web https://www.mynorthbaynow.com/89273/featured/new-683-area-code-arrives-this-weekend/ June 15	Web		Jan 19
https://flipboard.com/topic/torontoentertainment/call-753-maybe-eastern-ontario-to-add-third-area-code-in-march-cbc-news/a-2BtlWmKnSBS_W9eFIF70KA%3Aa%3A107108217-e67bfc6046%2Fcbc.ca Web https://www.ctvnews.ca/video?clipId=2365834 Jan 20 Web https://www.newswire.ca/news-releases/introduction-of-683-area-code-in-ontario-886223815.html Web https://www.mymuskokanow.com/119483/news/new-683-area-code-arrives-this-weekend/ Web https://flinance.yahoo.com/news/introduction-683-area-code-ontario-120000027.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAAMgNQGvHVu-Ep4YTb24NZKFXwnp2Z1GhhYZpMRFj9mRtl4z0JWNb3cV8hlcWLFRjBEsadqbEJ62t5paLl9LVd4bagqFPHB7y8JmGT3Dv11zPWN_I5vMfKjB5dV6eD65OUrZ7jGw6aJ7bcZyjicdT_5sMiWnapDfgnVeSLtwdDeR Web https://www.mynorthbaynow.com/89273/featured/new-683-area-code-arrives-this-weekend/			
Web https://www.newswire.ca/news-releases/introduction-of-683-area-code-in-ontario-886223815.html Web https://www.mymuskokanow.com/119483/news/new-683-area-code-arrives-thisweekend/ Web https://finance.yahoo.com/news/introduction-683-area-code-ontario-120000027.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAAMgNQGvHVu-Ep4YTb24NZKFXwnp2Z1GhhYZpMRFj9mRtl4z0JWNb3cV8hlcWLFRjBEsadqbEJ62t5paLl9LVd4bagqFPHB7y8JmGT3Dv11zPWN_I5vMfKjB5dV6eD65OUrZ7jGw6aJ7bcZyjicdT_5sMiWnapDfgnVeSLtwdDeR Web https://www.mynorthbaynow.com/89273/featured/new-683-area-code-arrives-this-weekend/	Web	https://flipboard.com/topic/torontoentertainment/call-753-maybe-eastern-ontario-to-add-third-area-code-in-march-cbc-news/a-	
886223815.html https://www.mymuskokanow.com/119483/news/new-683-area-code-arrives-this-weekend/ June 15	Web	https://www.ctvnews.ca/video?clipId=2365834	Jan 20
886223815.html https://www.mymuskokanow.com/119483/news/new-683-area-code-arrives-this-weekend/ June 15			
weekend/ Web https://finance.yahoo.com/news/introduction-683-area-code-ontario-120000027.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAAMgNQGvHVu-Ep4YTb24NZKFXwnp2Z1GhhYZpMRFj9mRtl4z0JWNb3cV8hlcWLFRjBEsadqbEJ62t5paLl9LVd4bagqFPHB7y8J-mGT3Dv11zPWN_l5vMfKjB5dV6eD65OUrZ7jGw6aJ7bcZyjicdT_5sMiWnapDfgnVeSLtwdDeR Web https://www.mynorthbaynow.com/89273/featured/new-683-area-code-arrives-this-weekend/ June 15	Web	886223815.html	June 15
120000027.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlL mNvbS8&guce_referrer_sig=AQAAAMgNQGvHVu- Ep4YTb24NZKFXwnp2Z1GhhYZpMRFj9mRtl4z0JWNb3cV8hlcWLFRjBEsadqb EJ62t5paLl9LVd4bagqFPHB7y8J- mGT3Dv11zPWN_I5vMfKjB5dV6eD65OUrZ7jGw6aJ7bcZyjicdT_5sMiWnapDfgn VeSLtwdDeR Web https://www.mynorthbaynow.com/89273/featured/new-683-area-code-arrives- this-weekend/	Web	weekend/	
this-weekend/	Web	120000027.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAAMgNQGvHVu-Ep4YTb24NZKFXwnp2Z1GhhYZpMRFj9mRtl4z0JWNb3cV8hlcWLFRjBEsadqbEJ62t5paLl9LVd4bagqFPHB7y8J-mGT3Dv11zPWN_I5vMfKjB5dV6eD65OUrZ7jGw6aJ7bcZyjicdT_5sMiWnapDfgn	June 15
	Web	https://www.mynorthbaynow.com/89273/featured/new-683-area-code-arrives-	June 15
	Web	https://www.cbj.ca/municipal-news/?rkey=20220615C5683&filter=4784	June 15

Web	http://www.lannonceur.ca/Pages/Nouvelles_CNW.php?rkey=20220615C9586&filter=10468	June 15
Web	http://www.mastheadonline.com/cnw/?rkey=20220615C5683&filter=5207	June 15
Web	https://www.bizreflections.ca/news-updates/?rkey=20220615C5683&filter=21557	June 15
Web	https://www.mywestnipissingnow.com/45979/news/new-683-area-code-arrives-this-weekend/	June 15
Web	https://curiocity.com/ontario-new-area-code-683/	June 15
Web	https://www.iqstock.news/n/introduction-683-area-code-ontario-4048906/	June 15
Web	https://www.thepeterboroughexaminer.com/local-huntsville/news/2022/06/15/demand-for-phone-numbers-in-705-region-means-another-new-area-code-here-s-what-you-need-to-know.html	June 15
Web	https://www.northbaynipissing.com/news-story/10656655-demand-for-phone-numbers-in-705-region-means-another-new-area-code-here-s-what-you-need-to-know/	June 15
Web	https://ca.movies.yahoo.com/introduction-683-area-code-ontario-120000126.html	June 15
Web	https://www.mykapuskasingnow.com/45453/featured/new-area-code-for-north-starts-this-weekend/	June 15
Web	https://www.muskokaregion.com/news-story/10656655-demand-for-phone-numbers-in-705-region-means-another-new-area-code-here-s-what-you-need-to-know/	June 15
Web	https://www.thestar.com/local-huntsville/news/2022/06/15/demand-for-phone- numbers-in-705-region-means-another-new-area-code-here-s-what-you-need-to- know.html?itm_source=parsely-api	June 15
Web	https://www.newswire.ca/fr/news-releases/nouvel-indicatif-regional-683-en-ontario-804273788.html	June 15
Web	https://www.stcatharinesstandard.ca/local-huntsville/news/2022/06/15/demand-for-phone-numbers-in-705-region-means-another-new-area-code-here-s-what-you-need-to-know.html	June 15
Web	https://cartt.ca/new-area-code-683-starts-rolling-out-june-18-in-ontario/	June 15
Web	https://www.therecord.com/local-huntsville/news/2022/06/15/demand-for-phone-numbers-in-705-region-means-another-new-area-code-here-s-what-you-need-to-know.html	June 15
Web	https://www.blogto.com/tech/2022/06/ontario-new-area-code/	June 16
Web	https://www.myespanolanow.com/49145/news/new-area-code-for-north-eastern-ontario/	June 16
Web	https://kawarthanow.com/2022/06/11/new-area-code-coming-to-the-kawarthas-region-on-june-18/	June 16
Web	https://www.baytoday.ca/local-news/new-local-area-code-takes-effect-this-week-joins-705-and-249-5471635	June 16

PROGRESS REPORT INDIVIDUAL CARRIERS



Date	Tactics	Target
December 2021	Information available on bell.ca and bce.ca	All customers
January 2022	Internal messaging	Frontline customer reps
March 2022	Bill messages and customer notifications	Residential & business customers in Ontario



Date	Tactics	Target
March 7-April 6	Postpaid: Bill message to all customers in the relevant area promoting the introduction of the new area code.	Rogers, Fido and Chatr customers (consumer and business)
MARCH 23-24	Pre-paid: SMS to customers in relevant area promoting the introduction of the new area code.	Rogers, Fido and Chatr customers (consumer and business)
JANUARY-APRIL	Notify frontline customer care agents responding to customer inquiries about the new area code in anticipation of questions from customers.	Rogers, Fido and Chatr customer care agents (consumer and business)



Date	Tactics	Target
December 15, 2021	Information available on	All Ontario customers
	telus.com website	
January, May 2022	Internal messaging	Front line agents (Business
		and Consumer)
January, May 2022	Bill message	All Ontario Business
		customers
June 18, 2022	New area code launch	Date that the new area is
		officially available where
		needed.



Date	Tactics	Target
December 2021	Information to be published on	Customers
	website	
January 2022	Internal notification	Employees
January 2022	Email notification	Customers



Date	Tactics	Target
February 2022	Post FAQ's and content on our www.eastlink.ca website.	Complete
	Bill Messages begin for Residential and Business customers.	
May 2022	A new area code(683)will be introduced in Ontario, June 2022. For more information visit eastlink.ca.	
May 2022	Internal communications circulated to staff	



Date	Tactics	Target
January 2022	Area code pages on brand websites to be updated,	All customers
January-February 2022	Messages will be stated on invoices along with links to website area code pages.	All customers
June 2022	Fibernetics implemented the new NPA of 683 and everything is operating fine with no concerns	



Date	Tactics	Target
		Frontline staff, technical
December 2021	Internal communications	support and marketing/
		communications
December 2021	Website Update	All customers
January 2022	Customer Notifications	Residential, business,
January 2022	Customer Normeations	wholesale customers
	Internal Communications	Frontline staff, technical
May 2022	(Repeat)	support and marketing/
	(Repeat)	communications
May 2022	Customer Reminder	Residential, business,
Way 2022	Notifications	wholesale customers

The following carriers did not submit a progress report: Comwave Ixica

Iristel