

**Promoting the introduction of new area code 753 in
Ontario !**

Progress Report #2

April 2022

Communications Progress Report !

This final progress report is submitted to the Relief Planning Committee (RPC) and CRTC staff for the 343/613 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 753 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 – MARCH 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
March 23	Media release	Media
March 23	E mail note	Municipalities, business associations and other key stakeholders

Annexes

MEDIA COVERAGE: JANUARY- MARCH 2022

Type of media	Title of Media	Date of publication	Date of interview
Radio	94,9 rouge	Jan 19	
TV	CTV News Timmins	Jan 20	Jan 20
Print	Manitoulin Expositor	Jan 19	Jan 19
Web	https://finance.yahoo.com/news/area-codes-ontario-130000761.html	Jan 19	
Web	https://www.leleopard.com/communiqué-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.lannonneur.ca/Pages/Nouvelles_CNW.php?rkey=20220119C4013&filter=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=3968	Jan 19	
Web	https://digitalconquerer.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	
Web	https://flipboard.com/@ctvnews/ottawa-q9ejf5frz/ottawa-is-getting-a-third-area-code-this-spring/a--SxNQQ12QiKw5imGVRcBZA%3Aa%3A2823982346-fd367bf8b6%2Fctvnews.ca	Jan 19	
Web	https://ottawacitizen.com/news/local-news/ottawa-getting-new-area-code-in-march	Jan 19	
Web	https://www.narcity.com/toronto/ontario-is-getting-2-new-area-codes-	Jan 19	

	this-year-heres-what-you-need-to-know		
Web	https://www.msn.com/en-ca/news/canada/ottawa-getting-new-area-code-in-march/ar-AASX58Z?ocid=hlocalnews	Jan 19	
Web	https://heromag.net/ottawa-will-have-a-new-area-code-in-march	Jan 19	
Web	https://new.in-24.com/News/459539.html	Jan 19	
Web	https://news.knowledia.com/CA/en/articles/ottawa-getting-new-area-code-in-march-199234880c843977c5e2997f7095083a02b386d6	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://trixabia.com/ottawa-gets-new-area-code-in-march/	Jan 19	
Web	https://almooon.com/this-will-be-ottawas-new-area-code-starting-in-march/	Jan 19	
Web	https://novonite.com/ottawa-is-getting-a-new-area-code-in-march/	Jan 19	
Web	https://gfyclan.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://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://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://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://ugcozy.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-2BtIWmKnSBS_W9eFIF70KA%3Aa%3A107108217-e67bfc6046%2Fcbc.ca	Jan 20	
Web	https://www.ctvnews.ca/video?clipId=2365834	Jan 20	
Web	https://www.newswire.ca/fr/news-releases/nouvel-indicatif-regional-753-en-ontario-896101684.html	March 23	
Web	https://www.newswire.ca/news-releases/introduction-of-753-area-code-in-ontario-876586410.html	March 23	
Web	https://finance.yahoo.com/news/introduction-753-area-code-ontario-120000616.html	March 23	
Web	https://www.userwalls.com/n/introduction-753-area-code-ontario-2994479/	March 23	
Web	https://www.canadianinsider.com/introduction-of-753-area-code-in-ontario	March 23	
Web	https://www.insidertracking.com/introduction-of-753-area-code-in-ontario	March 23	
Web	https://www.cbj.ca/municipal-news/?rkey=20220323C1654&filter=4784	March 23	
Web	https://sooke.pocketnews.ca/national/?rkey=20220323C1654&filter=22353	March 23	
Web	http://www.mastheadonline.com/cnw/?rkey=20220323C1654&filter=52	March 23	

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Web	https://www.bizreflections.ca/news-updates/?rkey=20220323C1654&filter=21557	March 23	
Web	https://www.lelezard.com/communiqu-20300420.html	March 23	
Web	https://mobilesyrup.com/2022/03/23/eastern-ontario-753-area-code-march-26/	March 23	
Web	https://techcodex.com/eastern-ontario-getting-new-753-area-code-starting-march-26/	March 23	
Web	https://www.yahoo.com/now/introduction-753-area-code-ontario-120000616.html	March 23	
Web	https://game-news24.com/2022/03/23/eastern-ontario-is-obtaining-new-753-residents-code-beginning-march-26th/	March 23	
Web	https://public.uk.com/2022/03/23/eastern-ontario-getting-new-753-area-code-starting-march-26/	March 23	
Web	https://game-news24.com/2022/03/23/eastern-ontario-is-obtaining-new-753-residents-code-beginning-march-26th/	March 23	
Web	https://newsexplorer.net/?#eastern-ontario-getting-new-753-area-code-starting-march-26-s1073946.html	March 23	

**PROGRESS REPORT
INDIVIDUAL CARRIERS**



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



Date	Tactics	Target
February 15-March 14	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 2-4	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-MARCH	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	Status
December 15, 2021	Information available on telus.com website	All Ontario customers	Complete
January, February 2022	Internal messaging	Front line agents (Business and Consumer)	January Complete, February Complete
January, February 2022	Bill message	All Ontario Business customers	January Complete, February Complete



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



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
Fibernetics implemented the new NPA 753 and it is working perfectly – no issues		



Date	Tactics	Target
January 2022	Email notification	All customers
March 2022	Reminder notice by email.	All customers



Date	Tactics	Target
February 2022	Internal notice	Iristel staff
MAY 2022	Notice posted on Iristel.com	General Public



Date	Tactics	Target
Dec 2021	Internal communications	Frontline staff, technical support and marketing/communications
Jan 2022	Website Update	All customers
Jan 2022	Customer Notifications	Residential, business, wholesale customers

The following carriers did not submit their progress report

Comwave
Ixca