

# **Promoting the introduction of new area code 263 in Québec**

**Final Report**

**November 2022**

## **Communications Progress Report**

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This final report is submitted to the Relief Planning Committee (RPC) and CRTC staff for the 514/438 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 263 area code in Québec. 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 were 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

#### March - October 2022

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

<b>Timeline</b>	<b>Tactics</b>	<b>Target</b>
March	TA web site update	Business and Consumer markets
March 22	Media release	Media
March 22	E mail note	Governments (Federal & Provincial)
March 22	E mail note	Municipalities, business associations and other key stakeholders
October 19	Media release	Media
October 19	Reminder notice	Business associations and other key stakeholders

## Annexes

### MEDIA COVERAGE -PHASE 1: MARCH 2022

Type of media	Title of Media	Date of publication	Date of interview
Radio	Radio Canada Tout un matin	March 22	
Radio	Cogeco Media 107, 7 Sherbrooke	March 22	March 22
Radio	CJAD	March 22	
Radio	106,9 Mauricie	March 22	March 22
Radio	103,7	March 22	
Radio	98,5	March 22	
Radio	104,7	March 22	
Radio	107,7		
Radio	99,5		
TV	TVA Nouvelles	March 22	March 22
Print	La Presse plus	March 23	
Web	<a href="https://www.lelezard.com/communique-20297783.html">https://www.lelezard.com/communique-20297783.html</a>	March 22	
Web	<a href="https://www.newswire.ca/fr/news-releases/nouveaux-indicatifs-regionaux-au-quebec-876230894.html">https://www.newswire.ca/fr/news-releases/nouveaux-indicatifs-regionaux-au-quebec-876230894.html</a>	March 22	
Web	<a href="https://www.newswire.ca/news-releases/new-area-codes-in-quebec-849411591.html">https://www.newswire.ca/news-releases/new-area-codes-in-quebec-849411591.html</a>	March 22	
Web	<a href="https://finance.yahoo.com/news/area-codes-qu-bec-120000485.html">https://finance.yahoo.com/news/area-codes-qu-bec-120000485.html</a>	March 22	
Web	<a href="https://www.benzinga.com/pressreleases/22/03/n26236580/new-area-codes-in-qu-bec">https://www.benzinga.com/pressreleases/22/03/n26236580/new-area-codes-in-qu-bec</a>	March 22	
Web	<a href="https://www.lapresse.ca/actualites/2022-03-22/trois-nouveaux-indicatifs-regionaux-au-quebec-cet-automne.php">https://www.lapresse.ca/actualites/2022-03-22/trois-nouveaux-indicatifs-regionaux-au-quebec-cet-automne.php</a>	March 22	
Web	<a href="https://www.lechodetroisrivieres.ca/actualites/societe/179931/un-nouvel-indicatif-regional-en-mauricie">https://www.lechodetroisrivieres.ca/actualites/societe/179931/un-nouvel-indicatif-regional-en-mauricie</a>	March 22	
Web	<a href="https://www.userwalls.com/n/area-codes-qu-bec-2988080/">https://www.userwalls.com/n/area-codes-qu-bec-2988080/</a>	March 22	
Web	<a href="https://www.ledevoir.com/societe/689502/de-nouveaux-indicatifs-regionaux-crees-pour-differentes-regions">https://www.ledevoir.com/societe/689502/de-nouveaux-indicatifs-regionaux-crees-pour-differentes-regions</a>	March 22	
Web	<a href="https://dernieres-nouvelles.com/trois-nouveaux-indicatifs-regionaux-au-quebec-cet-automne/">https://dernieres-nouvelles.com/trois-nouveaux-indicatifs-regionaux-au-quebec-cet-automne/</a>	March 22	
Web	<a href="https://suutan.com/fr/de-nouveaux-indicatifs-regionaux-crees-pour-differentes-regions-du-quebec">https://suutan.com/fr/de-nouveaux-indicatifs-regionaux-crees-pour-differentes-regions-du-quebec</a>	March 22	
Web	<a href="https://www.tvanouvelles.ca/2022/03/22/de-nouveaux-indicatifs-">https://www.tvanouvelles.ca/2022/03/22/de-nouveaux-indicatifs-</a>	March 22	

	regionaux-au-quebec-des-la-fin-octobre		
Web	<a href="https://www.lesaffaires.com/techno/produits-electroniques/de-nouveaux-indicatifs-regionaux-crees-pour-differentes-regions-du-quebec/631772">https://www.lesaffaires.com/techno/produits-electroniques/de-nouveaux-indicatifs-regionaux-crees-pour-differentes-regions-du-quebec/631772</a>	March 22	
Web	<a href="https://montrealgazette.com/news/local-news/move-over-514-there-are-three-new-area-codes-coming-to-quebec">https://montrealgazette.com/news/local-news/move-over-514-there-are-three-new-area-codes-coming-to-quebec</a>	March 22	
Web	<a href="https://montreal.ctvnews.ca/quebec-to-get-three-new-area-codes-this-fall-1.5829288">https://montreal.ctvnews.ca/quebec-to-get-three-new-area-codes-this-fall-1.5829288</a>	March 22	
Web	<a href="https://ca.topnews.media/montreal/move-over-514-there-are-three-new-area-codes-coming-to-quebec/">https://ca.topnews.media/montreal/move-over-514-there-are-three-new-area-codes-coming-to-quebec/</a>	March 22	
Web	<a href="https://www.journaldemontreal.com/2022/03/22/de-nouveaux-indicatifs-regionaux-au-quebec-des-la-fin-octobre-1">https://www.journaldemontreal.com/2022/03/22/de-nouveaux-indicatifs-regionaux-au-quebec-des-la-fin-octobre-1</a>	March 22	
Web	<a href="https://lactualite.com/actualites/de-nouveaux-indicatifs-regionaux-crees-pour-differentes-regions-du-quebec/">https://lactualite.com/actualites/de-nouveaux-indicatifs-regionaux-crees-pour-differentes-regions-du-quebec/</a>	March 22	
Web	<a href="https://news.today24.news/news/115555.html">https://news.today24.news/news/115555.html</a>	March 22	
Web	<a href="https://www.iheartradio.ca/cjad/news/quebec-to-get-three-new-area-codes-this-fall-1.17409675">https://www.iheartradio.ca/cjad/news/quebec-to-get-three-new-area-codes-this-fall-1.17409675</a>	March 22	
		March 22	
Web	<a href="https://thecanadian.news/new-area-codes-in-quebec-from-the-end-of-october/">https://thecanadian.news/new-area-codes-in-quebec-from-the-end-of-october/</a>	March 22	
Web	<a href="https://www.latribune.ca/2022/03/22/un-nouvel-indicatif-regional-sera-introduit-dans-la-region-e72db32215cfaed323e5103ecdefd1a">https://www.latribune.ca/2022/03/22/un-nouvel-indicatif-regional-sera-introduit-dans-la-region-e72db32215cfaed323e5103ecdefd1a</a>	March 22	
Web	<a href="https://cartt.ca/quebec-to-get-three-new-area-codes-this-fall/">https://cartt.ca/quebec-to-get-three-new-area-codes-this-fall/</a>	March 22	
Web	<a href="https://themediaword.com/three-new-area-codes-in-quebec-this-fall/">https://themediaword.com/three-new-area-codes-in-quebec-this-fall/</a>	March 22	
Web	<a href="https://queenscitizen.ca/2022/03/22/three-new-area-codes-in-quebec-this-fall/">https://queenscitizen.ca/2022/03/22/three-new-area-codes-in-quebec-this-fall/</a>	March 22	
Web	<a href="https://www.cbc.ca/news/canada/montreal/area-codes-telecommunications-quebec-1.6393149">https://www.cbc.ca/news/canada/montreal/area-codes-telecommunications-quebec-1.6393149</a>	March 22	
Web	<a href="https://finance.yahoo.com/news/area-codes-qu-bec-120000485.html">https://finance.yahoo.com/news/area-codes-qu-bec-120000485.html</a>	March 22	
Web	<a href="https://www.iheartradio.ca/cjad/news/quebec-to-get-three-new-area-codes-this-fall-1.17409675">https://www.iheartradio.ca/cjad/news/quebec-to-get-three-new-area-codes-this-fall-1.17409675</a>	March 22	
Web	<a href="https://queenscitizen.ca/2022/03/22/three-new-area-codes-in-quebec-this-fall/">https://queenscitizen.ca/2022/03/22/three-new-area-codes-in-quebec-this-fall/</a>	March 22	
Web	<a href="https://globalnews.ca/news/8700875/quebec-new-area-codes-2022/">https://globalnews.ca/news/8700875/quebec-new-area-codes-2022/</a>	March 22	
Web	<a href="https://mobilesyrup.com/2022/03/22/quebec-residents-will-get-three-new-area-codes-this-fall/">https://mobilesyrup.com/2022/03/22/quebec-residents-will-get-three-new-area-codes-this-fall/</a>	March 22	
Web	<a href="https://oicanadian.com/new-area-codes-in-quebec-from-the-end-of-october/">https://oicanadian.com/new-area-codes-in-quebec-from-the-end-of-october/</a>	March 22	
Web	<a href="https://zomaloma.com/parts-of-quebec-are-dialing-new-area-codes-for-the-first-time-in-10-years-montreal/">https://zomaloma.com/parts-of-quebec-are-dialing-new-area-codes-for-the-first-time-in-10-years-montreal/</a>	March 22	
Web	<a href="https://bobrtimes.com/new-area-codes-in-quebec-from-the-end-of-october/135280/">https://bobrtimes.com/new-area-codes-in-quebec-from-the-end-of-october/135280/</a>	March 22	
Web	<a href="https://www.journaldequebec.com/2022/03/22/de-nouveaux-indicatifs-regionaux-au-quebec-des-la-fin-octobre-1">https://www.journaldequebec.com/2022/03/22/de-nouveaux-indicatifs-regionaux-au-quebec-des-la-fin-octobre-1</a>	March 22	
Web	<a href="https://journalmetro.com/actualites/montreal/2794742/bientot-nouveaux-indicatifs-regionaux-grand-montreal/">https://journalmetro.com/actualites/montreal/2794742/bientot-nouveaux-indicatifs-regionaux-grand-montreal/</a>	March 22	
Web	<a href="https://zomaloma.com/new-area-codes-created-for-different-regions-of-quebec/">https://zomaloma.com/new-area-codes-created-for-different-regions-of-quebec/</a>	March 22	
Web	<a href="https://dailynews.ansneed.com/parts-of-quebec-dialing-up-new-area-codes-for-first-time-in-10-years-3042.html">https://dailynews.ansneed.com/parts-of-quebec-dialing-up-new-area-codes-for-first-time-in-10-years-3042.html</a>	March 22	
Web	<a href="https://news.today24.news/news/115741.html">https://news.today24.news/news/115741.html</a>	March 22	
Web	<a href="https://eminetracanada.com/part-of-quebec-dials-up-new-area-code-for-the-first-time-in-10-years-montreal/459702/">https://eminetracanada.com/part-of-quebec-dials-up-new-area-code-for-the-first-time-in-10-years-montreal/459702/</a>	March 22	

Web	<a href="https://ici.radio-canada.ca/nouvelle/1870851/nouvel-indicatif-regional-estrie-819-468">https://ici.radio-canada.ca/nouvelle/1870851/nouvel-indicatif-regional-estrie-819-468</a>	March 22	
Web	<a href="https://ici.radio-canada.ca/nouvelle/1870886/crtc-indicatif-regional-telephone-263-354-468">https://ici.radio-canada.ca/nouvelle/1870886/crtc-indicatif-regional-telephone-263-354-468</a>	March 22	
Web	<a href="https://monjoliette.com/de-nouveaux-indicatifs-regionaux-apparaissent-au-quebec/">https://monjoliette.com/de-nouveaux-indicatifs-regionaux-apparaissent-au-quebec/</a>	March 22	
Web	<a href="https://headtopics.com/ca/parts-of-quebec-dialing-up-new-area-codes-for-first-time-in-10-years-montreal-globalnews-ca-24995419">https://headtopics.com/ca/parts-of-quebec-dialing-up-new-area-codes-for-first-time-in-10-years-montreal-globalnews-ca-24995419</a>	March 22	
Web	<a href="https://www.cbj.ca/municipal-news/?rkey=20220322C7674&amp;filter=4784">https://www.cbj.ca/municipal-news/?rkey=20220322C7674&amp;filter=4784</a>	March 22	
Web	<a href="http://www.carrefourdequebec.com/cnw/?rkey=20220322C0185&amp;filter=6943">http://www.carrefourdequebec.com/cnw/?rkey=20220322C0185&amp;filter=6943</a>	March 22	
Web	<a href="http://www.bulletinaylmer.com/National-New?rkey=20220322C7674&amp;filter=10331">http://www.bulletinaylmer.com/National-New?rkey=20220322C7674&amp;filter=10331</a>	March 22	
Web	<a href="http://www.lannonneur.ca/Pages/Nouvelles_CNW.php?rkey=20220322C0185&amp;filter=10468">http://www.lannonneur.ca/Pages/Nouvelles_CNW.php?rkey=20220322C0185&amp;filter=10468</a>	March 22	
Web	<a href="http://www.radio-acton.com/1037/nouvelles-cnw/?rkey=20220322C0185&amp;filter=9157">http://www.radio-acton.com/1037/nouvelles-cnw/?rkey=20220322C0185&amp;filter=9157</a>	March 22	
Web	<a href="https://magazinestoday.co.nz/pr-newswire/?rkey=20220322C7674&amp;filter=5718">https://magazinestoday.co.nz/pr-newswire/?rkey=20220322C7674&amp;filter=5718</a>	March 22	
Web	<a href="https://www.tvnouvelles.ca/2022/03/22/de-nouveaux-indicatifs-regionaux-au-quebec-des-la-fin-octobre">https://www.tvnouvelles.ca/2022/03/22/de-nouveaux-indicatifs-regionaux-au-quebec-des-la-fin-octobre</a>	March 22	
Web	<a href="https://www.noovo.info/nouvelle/oui-allo-decouvrez-les-nouveaux-indicatifs-regionaux-du-quebec.html">https://www.noovo.info/nouvelle/oui-allo-decouvrez-les-nouveaux-indicatifs-regionaux-du-quebec.html</a>	March 22	
Web	<a href="https://dernieres-nouvelles.com/trois-nouveaux-indicatifs-regionaux-au-quebec-cet-automne/">https://dernieres-nouvelles.com/trois-nouveaux-indicatifs-regionaux-au-quebec-cet-automne/</a>	March 22	
Web	<a href="https://canada.dayfr.com/nouvelles/94224.html">https://canada.dayfr.com/nouvelles/94224.html</a>	March 22	
Web	<a href="https://www.msn.com/fr-ca/actualites/région%20de%20montréal/bientôt-de-nouveaux-indicatifs-régionaux-dans-le-grand-montréal/ar-AAVn7E4">https://www.msn.com/fr-ca/actualites/région%20de%20montréal/bientôt-de-nouveaux-indicatifs-régionaux-dans-le-grand-montréal/ar-AAVn7E4</a>	March 22	
Web	<a href="https://www.985fm.ca/audio/471526/3-nouveaux-codes-regionaux">https://www.985fm.ca/audio/471526/3-nouveaux-codes-regionaux</a>	March 22	
Web	<a href="https://www.fm1047.ca/audio/471526/3-nouveaux-codes-regionaux">https://www.fm1047.ca/audio/471526/3-nouveaux-codes-regionaux</a>	March 22	
Web	<a href="https://noovell.com/fr/similar/84593778">https://noovell.com/fr/similar/84593778</a>	March 22	
Web	<a href="https://suutan.com/fr/de-nouveaux-indicatifs-regionaux-crees-pour-differentes-regions-du-quebec">https://suutan.com/fr/de-nouveaux-indicatifs-regionaux-crees-pour-differentes-regions-du-quebec</a>	March 22	
Web	<a href="https://www.cbc.ca/news/canada/montreal/area-codes-telecommunications-quebec-1.6393149">https://www.cbc.ca/news/canada/montreal/area-codes-telecommunications-quebec-1.6393149</a>	March 22	
Web	<a href="https://globalnews.ca/news/8700875/quebec-new-area-codes-2022/">https://globalnews.ca/news/8700875/quebec-new-area-codes-2022/</a>	March 22	
Web	<a href="https://www.sherbrookerecord.com/new-telephone-area-codes-coming-to-quebec/">https://www.sherbrookerecord.com/new-telephone-area-codes-coming-to-quebec/</a>	March 22	
Web	<a href="https://www.pressreader.com/canada/sherbrooke-record/20220323/281530819517593">https://www.pressreader.com/canada/sherbrooke-record/20220323/281530819517593</a>	March 22	
Web	<a href="https://eminetracanada.com/part-of-quebec-dials-up-new-area-code-for-the-first-time-in-10-years-montreal/459702/">https://eminetracanada.com/part-of-quebec-dials-up-new-area-code-for-the-first-time-in-10-years-montreal/459702/</a>	March 22	
Web	<a href="https://themediaword.com/three-new-area-codes-in-quebec-this-fall/">https://themediaword.com/three-new-area-codes-in-quebec-this-fall/</a>	March 22	
Web	<a href="https://gamersgrade.com/quebec-residents-will-get-three-new-area-codes-this-fall/">https://gamersgrade.com/quebec-residents-will-get-three-new-area-codes-this-fall/</a>	March 22	
Web	<a href="https://solozair.com/move-over-514-there-are-three-new-area-codes-coming-to-quebec/">https://solozair.com/move-over-514-there-are-three-new-area-codes-coming-to-quebec/</a>	March 22	
Web	<a href="https://news.today24.news/news/115944.html">https://news.today24.news/news/115944.html</a>	March 22	
Web	<a href="https://www.howtofinance.online/part-of-quebec-dials-up-new-area-code-for-the-first-time-in-10-years-montreal-eminetracanada/">https://www.howtofinance.online/part-of-quebec-dials-up-new-area-code-for-the-first-time-in-10-years-montreal-eminetracanada/</a>	March 22	

## MEDIA COVERAGE -PHASE 2: OCTOBER 2022

Type of media	Title of Media	Date of publication	Date of interview
Radio	Radio Canada ( C'est qui qui?)	Oct 20	Sept 28
Radio	Radio Canada Estrie	Oct 20	Oct 20
Radio	Radio Canada ( Abitibi)	Oct 21	Oct 21
Radio	Fm 93	Oct 22	
Tele	<a href="https://www.tvanouvelles.ca/2022/10/22/de-nouveaux-indicatifs-regionaux-pour-la-province">https://www.tvanouvelles.ca/2022/10/22/de-nouveaux-indicatifs-regionaux-pour-la-province</a>	Oct 22	
Print	La Presse	Oct 15	
Print	La Presse Canadienne	Oct 22	Oct 20
Print	Journal de Québec	Oct 22	
Print	Journal de Montréal	Oct 22	
Web	<a href="https://plus.lapresse.ca/screens/05f1f8fb-17ba-41fa-a160-0a3f389750e5_7C__0.html?utm_content=email&amp;utm_source=lp&amp;utm_medium=referral&amp;utm_campaign=internal+share">https://plus.lapresse.ca/screens/05f1f8fb-17ba-41fa-a160-0a3f389750e5_7C__0.html?utm_content=email&amp;utm_source=lp&amp;utm_medium=referral&amp;utm_campaign=internal+share</a>	Oct 15	
Web	<a href="https://www.newswire.ca/news-releases/introduction-of-new-area-codes-in-quebec-887818665.html">https://www.newswire.ca/news-releases/introduction-of-new-area-codes-in-quebec-887818665.html</a>	Oct 19	
Web	<a href="https://www.newswire.ca/fr/news-releases/nouveaux-indicatifs-regionaux-au-quebec-815506064.html">https://www.newswire.ca/fr/news-releases/nouveaux-indicatifs-regionaux-au-quebec-815506064.html</a>	Oct 19	
Web	<a href="https://finance.yahoo.com/news/introduction-area-codes-qu-bec-120000281.html">https://finance.yahoo.com/news/introduction-area-codes-qu-bec-120000281.html</a>	Oct 19	
Web	<a href="https://www.benzinga.com/pressreleases/22/10/n29321431/introduction-of-new-area-codes-in-qu-bec">https://www.benzinga.com/pressreleases/22/10/n29321431/introduction-of-new-area-codes-in-qu-bec</a>	Oct 19	
Web	<a href="https://www.userwalls.news/n/introduction-area-codes-qu-bec-3954787/">https://www.userwalls.news/n/introduction-area-codes-qu-bec-3954787/</a>	Oct 19	
Web	<a href="https://www.lesoleil.com/2022/10/19/trois-nouveaux-indicatifs-telephoniques-seront-introduits-au-quebec-samedi-prochain-cd3dad347540adee83ccdf635b37f814">https://www.lesoleil.com/2022/10/19/trois-nouveaux-indicatifs-telephoniques-seront-introduits-au-quebec-samedi-prochain-cd3dad347540adee83ccdf635b37f814</a>	Oct 19	
Web	<a href="https://ici.radio-canada.ca/nouvelle/1925850/indicatifs-telephoniques-regionaux-quebec-263-354-468">https://ici.radio-canada.ca/nouvelle/1925850/indicatifs-telephoniques-regionaux-quebec-263-354-468</a>	Oct 19	
Web	<a href="https://montreal.ctvnews.ca/three-new-area-codes-will-be-introduced-in-quebec-saturday-1.6115651">https://montreal.ctvnews.ca/three-new-area-codes-will-be-introduced-in-quebec-saturday-1.6115651</a>	Oct 19	
Web	<a href="https://actualnewsmagazine.com/english/three-new-area-codes-introduced-in-quebec-on-saturday/">https://actualnewsmagazine.com/english/three-new-area-codes-introduced-in-quebec-on-saturday/</a>	Oct 19	
Web	<a href="https://zomaloma.com/three-new-telephone-codes-263-354-and-468-will-appear-in-quebec-on-saturday-october-22/">https://zomaloma.com/three-new-telephone-codes-263-354-and-468-will-appear-in-quebec-on-saturday-october-22/</a>	Oct 19	
Web	<a href="https://www.15minutenews.com/article/2022/10/19/221787526/three-new-area-codes-will-be-introduced-in-quebec-saturday/">https://www.15minutenews.com/article/2022/10/19/221787526/three-new-area-codes-will-be-introduced-in-quebec-saturday/</a>	Oct 19	
Web	<a href="https://www.ledevoir.com/societe/765443/trois-nouveaux-indicatifs-telephoniques-seront-introduits-au-quebec-samedi">https://www.ledevoir.com/societe/765443/trois-nouveaux-indicatifs-telephoniques-seront-introduits-au-quebec-samedi</a>	Oct 19	
Web	<a href="https://www.journaldequebec.com/2022/10/19/de-nouveaux-indicatifs-regionaux-des-samedi-au-quebec">https://www.journaldequebec.com/2022/10/19/de-nouveaux-indicatifs-regionaux-des-samedi-au-quebec</a>	Oct 19	
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Web	<a href="https://www.google.com/search?q=new+area+codes+in+quebec&amp;client=safari&amp;rls=en&amp;sxsrf=ALiCzsZ4b7Rd-zQ2dhBim38voJJP-sggSQ:1666190720724&amp;source=Int&amp;tbs=qdr:h&amp;sa=X&amp;ved=2ahUKEwjM_KSQxOz6AhXoGFkFHcCtAIYQpwV6BAgBEBo&amp;biw=1654&amp;bih=882&amp;dpr=1">https://www.google.com/search?q=new+area+codes+in+quebec&amp;client=safari&amp;rls=en&amp;sxsrf=ALiCzsZ4b7Rd-zQ2dhBim38voJJP-sggSQ:1666190720724&amp;source=Int&amp;tbs=qdr:h&amp;sa=X&amp;ved=2ahUKEwjM_KSQxOz6AhXoGFkFHcCtAIYQpwV6BAgBEBo&amp;biw=1654&amp;bih=882&amp;dpr=1</a>	Oct 19	
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Web	<a href="https://ca.finance.yahoo.com/news/introduction-area-codes-quebec-120000996.html">https://ca.finance.yahoo.com/news/introduction-area-codes-quebec-120000996.html</a>	Oct 19	
Web	<a href="https://www.cbj.ca/municipal-news/?rkey=20221019C1123&amp;filter=4784">https://www.cbj.ca/municipal-news/?rkey=20221019C1123&amp;filter=4784</a>	Oct 19	
Web	<a href="http://www.carrefourdequebec.com/cnw/?rkey=20221019C1912&amp;filter=6943">http://www.carrefourdequebec.com/cnw/?rkey=20221019C1912&amp;filter=6943</a>	Oct 19	
Web	<a href="http://www.bulletinaylmer.com/National-New?rkey=20221019C1123&amp;filter=10331">http://www.bulletinaylmer.com/National-New?rkey=20221019C1123&amp;filter=10331</a>	Oct 19	
Web	<a href="http://www.lannonneur.ca/Pages/Nouvelles_CNW.php?rkey=20221019C1912&amp;filter=10468">http://www.lannonneur.ca/Pages/Nouvelles_CNW.php?rkey=20221019C1912&amp;filter=10468</a>	Oct 19	
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**PROGRESS REPORT  
INDIVIDUAL CARRIERS**



<b>Date</b>	<b>Tactics</b>	<b>Target</b>
March 2022	Information available on bell.ca and bce.ca	All customers
March and October 2022	Internal messaging	Frontline customer reps
April and October 2022	Bill messages and customer notifications	Residential & business customers in Québec



<b>Date</b>	<b>Tactics</b>	<b>Target</b>
April 14-May 13, 2022	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)
APRIL 27-28, 2022	Pre-paid: SMS to customers in relevant area promoting the introduction of the new area code.	Rogers, Fido and Chatr customers (consumer and business)
APRIL-MAY 2022	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
March 1, 2022	Information available on telus.com website	All Quebec customers	Complete
March, 2022	Internal messaging	Front line agents (Business and Consumer)	March complete
March, 2022	Bill message	All Quebec Business customers	March complete for WLS subscribers. WLN subscribers are receiving an email in April.



Date	Tactics	Target
March 2022	Information to be published on website	Customers
March 2022	Internal notification	Employees
March 2022	Email notification	Customers



Fibernetics implemented the new NPA of 263 and everything is operating fine with no concerns.

Date	Tactics	Target
March 2022	Area code pages on brand websites to be updated,	All customers
2Q 2022-3Q 2022	Messages will be stated on invoices along with links to website area code pages.	All customers
Sept/Oct 2022	Social media posts; and additional invoice messages	All customers



<b>Date</b>	<b>Tactics</b>	<b>Target</b>
August 2022	Email notification	All customers
October 2022	Reminder notice by email.	All customers



<b>Date</b>	<b>Tactics</b>	<b>Target</b>
May 2022	Internal communications	Frontline staff, technical support and marketing/communications
May 2022	Website Update	All customers
June 2022	Customer Notifications	Residential, business, wholesale customers
September 2022	Customer Notifications	Residential, business, wholesale customers