

Promoting the introduction of new area code 354 in Québec

Final Report

November 2022

Communications Progress Report

This final report is submitted to the Relief Planning Committee (RPC) and CRTC staff for the 450/579 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 354 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

Timeline	Tactics	Target
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	https://www.lezard.com/communiqué-20297783.html	March 22	
Web	https://www.newswire.ca/fr/news-releases/nouveaux-indicatifs-regionaux-au-quebec-876230894.html	March 22	
Web	https://www.newswire.ca/news-releases/new-area-codes-in-quebec-849411591.html	March 22	
Web	https://finance.yahoo.com/news/area-codes-quebec-120000485.html	March 22	
Web	https://www.benzinga.com/presse/22/03/n26236580/new-area-codes-in-quebec	March 22	
Web	https://www.lapresse.ca/actualites/2022-03-22/trois-nouveaux-indicatifs-regionaux-au-quebec-cet-automne.php	March 22	
Web	https://www.lechodetroisrivieres.ca/actualites/societe/179931/un-nouvel-indicatif-regional-en-mauricie	March 22	
Web	https://www.userwalls.com/n/area-codes-quebec-2988080/	March 22	
Web	https://www.ledevoir.com/societe/689502/de-nouveaux-indicatifs-regionaux-creees-pour-differentes-regions	March 22	
Web	https://dernieres-nouvelles.com/trois-nouveaux-indicatifs-regionaux-au-quebec-cet-automne/	March 22	
Web	https://suutan.com/fr/de-nouveaux-indicatifs-regionaux-creees-pour-differentes-regions-du-quebec	March 22	
Web	https://www.tvanouvelles.ca/2022/03/22/de-nouveaux-indicatifs-regionaux-au-quebec-des-la-fin-octobre	March 22	
Web	https://www.lesaffaires.com/techno/produits-electroniques/de-nouveaux-indicatifs-regionaux-creees-pour-differentes-regions-du-quebec/631772	March 22	

Web	https://montrealgazette.com/news/local-news/move-over-514-there-are-three-new-area-codes-coming-to-quebec	March 22	
Web	https://montreal.ctvnews.ca/quebec-to-get-three-new-area-codes-this-fall-1.5829288	March 22	
Web	https://ca.topnews.media/montreal/move-over-514-there-are-three-new-area-codes-coming-to-quebec/	March 22	
Web	https://www.journaldemontreal.com/2022/03/22/de-nouveaux-indicatifs-regionaux-au-quebec-des-la-fin-octobre-1	March 22	
Web	https://lactualite.com/actualites/de-nouveaux-indicatifs-regionaux-crees-pour-differentes-regions-du-quebec/	March 22	
Web	https://news.today24.news/news/115555.html	March 22	
Web	https://www.iheartradio.ca/cjad/news/quebec-to-get-three-new-area-codes-this-fall-1.17409675	March 22	
		March 22	
Web	https://thecanadian.news/new-area-codes-in-quebec-from-the-end-of-october/	March 22	
Web	https://www.latribune.ca/2022/03/22/un-nouvel-indicatif-regional-sera-introduit-dans-la-region-e72db32215cfaed323e5103ecdefd1a	March 22	
Web	https://cartt.ca/quebec-to-get-three-new-area-codes-this-fall/	March 22	
Web	https://themediaword.com/three-new-area-codes-in-quebec-this-fall/	March 22	
Web	https://queenscitizen.ca/2022/03/22/three-new-area-codes-in-quebec-this-fall/	March 22	
Web	https://www.cbc.ca/news/canada/montreal/area-codes-telecommunications-quebec-1.6393149	March 22	
Web	https://finance.yahoo.com/news/area-codes-qu-bec-120000485.html	March 22	
Web	https://www.iheartradio.ca/cjad/news/quebec-to-get-three-new-area-codes-this-fall-1.17409675	March 22	
Web	https://queenscitizen.ca/2022/03/22/three-new-area-codes-in-quebec-this-fall/	March 22	
Web	https://globalnews.ca/news/8700875/quebec-new-area-codes-2022/	March 22	
Web	https://mobilesyrup.com/2022/03/22/quebec-residents-will-get-three-new-area-codes-this-fall/	March 22	
Web	https://oicanadian.com/new-area-codes-in-quebec-from-the-end-of-october/	March 22	
Web	https://zomaloma.com/parts-of-quebec-are-dialing-new-area-codes-for-the-first-time-in-10-years-montreal/	March 22	
Web	https://bobrtimes.com/new-area-codes-in-quebec-from-the-end-of-october/135280/	March 22	
Web	https://www.journaldequebec.com/2022/03/22/de-nouveaux-indicatifs-regionaux-au-quebec-des-la-fin-octobre-1	March 22	
Web	https://journalmetro.com/actualites/montreal/2794742/bientot-nouveaux-indicatifs-regionaux-grand-montreal/	March 22	
Web	https://zomaloma.com/new-area-codes-created-for-different-regions-of-quebec/	March 22	
Web	https://dailynews.ansneed.com/parts-of-quebec-dialing-up-new-area-codes-for-first-time-in-10-years-3042.html	March 22	
Web	https://news.today24.news/news/115741.html	March 22	
Web	https://eminetracanada.com/part-of-quebec-dials-up-new-area-code-for-the-first-time-in-10-years-montreal/459702/	March 22	
Web	https://ici.radio-canada.ca/nouvelle/1870851/nouvel-indicatif-regional-estrie-819-468	March 22	
Web	https://ici.radio-canada.ca/nouvelle/1870886/crtc-indicatif-regional-telephone-263-354-468	March 22	

Web	https://monjoliette.com/de-nouveaux-indicatifs-regionaux-apparaissent-au-quebec/	March 22	
Web	https://headtopics.com/ca/parts-of-quebec-dialing-up-new-area-codes-for-first-time-in-10-years-montreal-globalnews-ca-24995419	March 22	
Web	https://www.cbj.ca/municipal-news/?rkey=20220322C7674&filter=4784	March 22	
Web	http://www.carrefourdequebec.com/cnw/?rkey=20220322C0185&filter=6943	March 22	
Web	http://www.bulletinaylmer.com/National-New?rkey=20220322C7674&filter=10331	March 22	
Web	http://www.lannonneur.ca/Pages/Nouvelles_CNW.php?rkey=20220322C0185&filter=10468	March 22	
Web	http://www.radio-acton.com/1037/nouvelles-cnw/?rkey=20220322C0185&filter=9157	March 22	
Web	https://magazinstoday.co.nz/pr-newswire/?rkey=20220322C7674&filter=5718	March 22	
Web	https://www.tvnouvelles.ca/2022/03/22/de-nouveaux-indicatifs-regionaux-au-quebec-des-la-fin-octobre	March 22	
Web	https://www.noovo.info/nouvelle/oui-allo-decouvrez-les-nouveaux-indicatifs-regionaux-du-quebec.html	March 22	
Web	https://dernieres-nouvelles.com/trois-nouveaux-indicatifs-regionaux-au-quebec-cet-automne/	March 22	
Web	https://canada.dayfr.com/nouvelles/94224.html	March 22	
Web	https://www.msn.com/fr-ca/actualites/région%20de%20montréal/bientôt-de-nouveaux-indicatifs-régionaux-dans-le-grand-montréal/ar-AAVn7E4	March 22	
Web	https://www.985fm.ca/audio/471526/3-nouveaux-codes-regionaux	March 22	
Web	https://www.fm1047.ca/audio/471526/3-nouveaux-codes-regionaux	March 22	
Web	https://noovell.com/fr/similar/84593778	March 22	
Web	https://suutan.com/fr/de-nouveaux-indicatifs-regionaux-crees-pour-differentes-regions-du-quebec	March 22	
Web	https://www.cbc.ca/news/canada/montreal/area-codes-telecommunications-quebec-1.6393149	March 22	
Web	https://globalnews.ca/news/8700875/quebec-new-area-codes-2022/	March 22	
Web	https://www.sherbrookerecord.com/new-telephone-area-codes-coming-to-quebec/	March 22	
Web	https://www.pressreader.com/canada/sherbrooke-record/20220323/281530819517593	March 22	
Web	https://eminetracanada.com/part-of-quebec-dials-up-new-area-code-for-the-first-time-in-10-years-montreal/459702/	March 22	
Web	https://themediaword.com/three-new-area-codes-in-quebec-this-fall/	March 22	
Web	https://gamersgrade.com/quebec-residents-will-get-three-new-area-codes-this-fall/	March 22	
Web	https://solozair.com/move-over-514-there-are-three-new-area-codes-coming-to-quebec/	March 22	
Web	https://news.today24.news/news/115944.html	March 22	
Web	https://www.howtofinance.online/part-of-quebec-dials-up-new-area-code-for-the-first-time-in-10-years-montreal-eminetra-canada/	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	https://www.tvnouvelles.ca/2022/10/22/de-nouveaux-indicatifs-regionaux-pour-la-province	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	https://plus.lapresse.ca/screens/05f1f8fb-17ba-41fa-a160-0a3f389750e5__7C__0.html?utm_content=email&utm_source=lp&utm_medium=referral&utm_campaign=internal+share	Oct 15	
Web	https://www.newswire.ca/news-releases/introduction-of-new-area-codes-in-quebec-887818665.html	Oct 19	
Web	https://www.newswire.ca/fr/news-releases/nouveaux-indicatifs-regionaux-au-quebec-815506064.html	Oct 19	
Web	https://finance.yahoo.com/news/introduction-area-codes-qu-bec-120000281.html	Oct 19	
Web	https://www.benzinga.com/presreleases/22/10/n29321431/introduction-of-new-area-codes-in-qu-bec	Oct 19	
Web	https://www.userwalls.news/n/introduction-area-codes-qu-bec-3954787/	Oct 19	
Web	https://www.lesoleil.com/2022/10/19/trois-nouveaux-indicatifs-telephoniques-seront-introduits-au-quebec-samedi-prochain-cd3dad347540adee83ccdf635b37f814	Oct 19	
Web	https://ici.radio-canada.ca/nouvelle/1925850/indicatifs-telephoniques-regionaux-quebec-263-354-468	Oct 19	
Web	https://montreal.ctvnews.ca/three-new-area-codes-will-be-introduced-in-quebec-saturday-1.6115651	Oct 19	
Web	https://actualnewsmagazine.com/english/three-new-area-codes-introduced-in-quebec-on-saturday/	Oct 19	
Web	https://zomaloma.com/three-new-telephone-codes-263-354-and-468-will-appear-in-quebec-on-saturday-october-22/	Oct 19	
Web	https://www.15minutenews.com/article/2022/10/19/221787526/three-new-area-codes-will-be-introduced-in-quebec-saturday/	Oct 19	
Web	https://www.ledevoir.com/societe/765443/trois-nouveaux-indicatifs-telephoniques-seront-introduits-au-quebec-samedi	Oct 19	
Web	https://www.journaldequebec.com/2022/10/19/de-nouveaux-indicatifs-regionaux-des-samedi-au-quebec	Oct 19	
Web	https://www.iheartradio.ca/virginradio/montreal/trending/three-new-area-codes-will-be-introduced-in-quebec-saturday-1.18658661	Oct 19	
Web	https://montrealgazette.com/news/local-news/three-new-telephone-area-codes-starting-oct-22-in-quebec	Oct 19	
Web	https://actualnewsmagazine.com/english/three-new-telephone-codes-263-354-and-468-will-appear-in-quebec-on-saturday-october-22/	Oct 19	
Web	https://flipboard.com/topic/quebec/three-new-area-codes-will-be-	Oct 19	

	introduced-in-quebec-saturday/a-F4r2k4IISAYz0N9_JS8_rg%3Aa%3A2823982346-a8c5234e43%2Fctvnews.ca		
Web	https://www.google.com/search?q=new+area+codes+in+quebec&client=safari&rls=en&sxsrf=ALiCzsZ4b7Rd-zQ2dhBim38voJJP-sggSQ:1666190720724&source=Int&tbs=qdr:h&sa=X&ved=2ahUKewjM_KSQxOz6AhXoGFkFHcCtAIYQpwV6BAgBEBo&biw=1654&bih=882&dpr=1	Oct 19	
Web	https://www.tvanouvelles.ca/2022/10/19/de-nouveaux-indicatifs-regionaux-des-samedi-au-quebec-1	Oct 19	
		Oct 19	
Web	https://ca.finance.yahoo.com/news/introduction-area-codes-quebec-120000996.html	Oct 19	
Web	https://www.cbj.ca/municipal-news/?rkey=20221019C1123&filter=4784	Oct 19	
Web	http://www.carrefourdequebec.com/cnw/?rkey=20221019C1912&filter=6943	Oct 19	
Web	http://www.bulletinaylmer.com/National-New?rkey=20221019C1123&filter=10331	Oct 19	
Web	http://www.lannonceur.ca/Pages/Nouvelles_CNW.php?rkey=20221019C1912&filter=10468	Oct 19	
Web	https://www.techinsideout.co/tech-releases?rkey=20221019C1123&filter=21681	Oct 19	
Web	https://digitalconquerer.com/prnewswire/technology/?rkey=20221019C1123&filter=3833	Oct 19	
Web	https://www.onenewspage.com/prnewswire.php?rkey=20221019C1123&filter=3968	Oct 19	
Web	https://www.mtlblog.com/montreal/montreal-new-area-code-has-a-weird-ring-to-it	Oct 19	
Web	https://oicanadian.com/three-new-area-codes-introduced-in-quebec-on-saturday/	Oct 19	
Web	https://flipboard.com/@MTLBlog/montreal-is-getting-a-new-area-code-this-weekend-it-has-a-weird-ring-to-it/a-dsjLhvP5Tkul4jUHTGK5vQ%3Aa%3A2578534062-1633422d15%2Fmtlblog.com	Oct 19	
Web	https://zomaloma.com/new-area-codes-as-of-saturday-in-quebec/	Oct 19	
Web	https://www.enbeauce.com/actualites/affaires/474031/trois-nouveaux-indicatifs-telephoniques-seront-introduits-au-quebec-samedi-prochain	Oct 19	
Web	https://canada.dayfr.com/nouvelles/371635.html	Oct 19	
Web	https://actualnewsmagazine.com/english/tag/quebec/	Oct 19	
Web	https://ca.news.yahoo.com/introduction-area-codes-quebec-120000281.html	Oct 19	
Web	https://cartt.ca/quebec-getting-three-new-area-codes-starting-oct-22/	Oct 19	
Web	https://juste-bio.com/3-new-area-codes-to-be-introduced-in-quebec-saturday/	Oct 19	
Web	https://pipanews.com/3-new-area-codes-to-be-introduced-in-quebec-on-saturday-pipa-news/	Oct 19	
Web	https://www.journaldemontreal.com/2022/10/19/de-nouveaux-indicatifs-regionaux-des-samedi-au-quebec	Oct 19	
Web	https://veilleil.com/actualites/de-nouveaux-indicatifs-regionaux-au-quebec	Oct 19	
Web	https://www.narcity.com/fr/3-nouveaux-indicatifs-regionaux-quebec-22-octobre-2022	Oct 19	
Web	https://www.noovo.info/nouvelle/oui-allo-de-nouveaux-indicatifs-telephoniques-arrivent-au-quebec.html	Oct 19	

Web	https://flipboard.com/topic/fr-canada/3-nouveaux-indicatifs-regionaux-d-barquent-au-qu-bec-cette-semaine/a-LCVAVB4KS8u90EW3yOuyWg%3Aa%3A3495021909-baf848e7f7%2Fnarcity.com	Oct 19	
Web	https://cameroonvoice.com/news/international/2022/10/19/telecom-trois-nouveaux-indicatifs-telephoniques-introduits-au-quebec-samedi/	Oct 19	
Web	https://news.knowledia.com/CA/fr/articles/trois-nouveaux-indicatifs-telephoniques-seront-introduits-au-quebec-samedi-7444f5d4742cba117d6b23fcd85925abd1921268	Oct 19	
Web	https://ici.radio-canada.ca/ohdio/premiere/emissions/Les-matins-d-ici/segments/chronique/419431/quiqui-indicatifs-regionaux-telephones-numeros-crtc	Oct 20	
Web	https://ici.radio-canada.ca/nouvelle/1926282/telephone-cellulaire-numero-indicatif	Oct 20	
Web	https://flipboard.com/topic/montreal/montreal-s-new-area-code-number-launches-this-weekend/a-L8Xpa-UaRv-cxpZaWLGkaw%3Aa%3A3765800918-570d66064e%2Fdailyhive.com	Oct 20	
Web	https://www.fm93.com/nouvelles/516810/trois-nouveaux-indicatifs-regionaux-au-quebec	Oct 22	
Web	https://www.journaldequebec.com/2022/10/22/de-nouveaux-indicatifs-regionaux-pour-la-province-1	Oct 22	
Web	https://www.qub.ca/article/de-nouveaux-indicatifs-regionaux-pour-la-province-1084041318	Oct 22	
Web	https://ici.radio-canada.ca/nouvelle/1926945/indicatif-regional-telephone-819-468-abitibi-temiscamingue	Oct 22	
Web	https://news.knowledia.com/CA/fr/articles/de-nouveaux-indicatifs-regionaux-pour-la-province-933cb18f2f9cd82337cbaef49fdd59199610e117	Oct 22	

**PROGRESS REPORT
INDIVIDUAL CARRIERS**



Date	Tactics	Target
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



Date	Tactics	Target
March 14-April 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 6-7, 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 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



Date	Tactics	Target
August 2022	Email notification	All customers
October 2022	Reminder notice by email.	All customers



Date	Tactics	Target
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