

## **New Wisconsin 534 Area Code Will Share the Same Region as the Existing 715 Area Code**

To ensure a continuing supply of telephone numbers, the Public Service Commission of Wisconsin (PSC) has approved the addition of the 534 area code to the geographic region currently served by 715 – this is called an Area Code Overlay.

### **How Will This Affect Me?**

Because of the addition of the 534 area code, all customers within the 715/534 geography will need to dial the area code followed by the 7-digit telephone number when dialing all local calls. Please see the map below for an outline of the 715/534 area code region.

### **What is the Dialing Change?**

To complete local calls, the new dialing procedure requires callers to dial the full 10-digit telephone number. This means that all calls from the 715 area code that are currently dialed with 7-digits will need to be dialed using the **area code + 7-digit telephone number**.

However, long distance calls will remain the same. Callers need to dial **1 + area code + 7-digit telephone number** whenever placing a long distance call from the 715 or 534 area code.

### **When Will These Changes go Into Effect?**

Effective **October 17, 2009**, you should begin using the new dialing procedure whenever you place local calls from the 715 area code. If you forget and use the old dialing procedure of dialing just 7-digits, your call will still be completed.

Beginning **July 17, 2010**, you **must** use the new dialing procedure for all local calls. After this date, if you do not use the new dialing procedure, your call will not be completed and a recording will provide instructions on how to redial your call.

Beginning **August 14, 2010**, new telephone lines or services may be assigned numbers with the 534 area code.

### **What Will Change?**

- You will need to dial 10-digits (area code + 7-digit telephone number) for every local call.
- You may need to reprogram or upgrade your equipment if you use specialized communications equipment like a PBX, electronic telephone sets, auto-dial systems or multi-line key systems in order to use the new dialing procedure.
- Some automatically dialed calls may require reprogramming to include the new dialing procedure. These calls may include: life safety systems, fax machines, Internet dial-up numbers, alarm and security systems, speed dialers, call forwarding settings, voicemail services, and similar functions.
- Check your websites, business stationery, advertising materials, personal checks, contact information and your ID tags to ensure the area code is included.

### **What Will Remain the Same?**

- Your telephone number, which includes your area code, will remain the same.
- The price of a call, local and long-distance calling areas and other rates and services **Baldwin Telecom provides** will not change as a result of the Area Code Overlay. What is a local call now will remain a local call regardless of the number of digits dialed.
- You will still dial just three digits to reach 911.
- The 211, 311, 411, 511, 611, 711 and 811 numbers currently available in your community from your provider, will still be dialed with just the three digits.

### **Questions?**

If you have any questions regarding information provided in this notice, please call (715) 684.3346 or contact the following websites for more information: <http://www.baldwin-telecom.net> or the PSC website at <http://psc.wi.gov/utilityinfo/tele/areaCodes/home-AreaCodeRelief.htm>

