



Public Service Commission of Wisconsin

Eric Callisto, Chairperson
Mark Meyer, Commissioner
Lauren Azar, Commissioner

610 North Whitney Way
P.O. Box 7854
Madison, WI 53707-7854

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Contact: Teresa Weidemann-Smith, (608) 266-9600

715 Area Code Overlay: Prepare for Ten Digit Local Dialing

Madison – Beginning October 17, 2009, customers in the 715 area code should begin using the new 10-digit dialing procedure consisting of the area code and seven-digit telephone number when making local calls. This is a “permissive dialing” period for the 715 area code that takes full effect in July 2010. During this permissive period, if callers forget to use the area code and dial only the seven-digit number, the call will still be completed. On July 17, 2010, “mandatory” ten-digit dialing begins and customers in the 715 area code must use the ten-digit dialing procedure for all local calls, otherwise their calls will not go through.

“A change for the 715 area code is coming and this dialing modification is one part of it,” said Public Service Commission (PSC) Chairperson Eric Callisto. “Consumers within the 715 area code will retain their current telephone numbers and area code, although beginning in August of 2010, consumers ordering new or additional telecommunications services may be given telephone numbers with the new 534 area code. When two area codes exist in the same area, then ten-digit dialing is a requirement. A permissive dialing period is a useful means to get consumers accustomed to the change.”

In November 2008, to ensure an adequate supply of telephone numbers in the 715 area code, the PSC approved an area code overlay and the addition of the 534 area code to the same geographic region as the existing 715 area code. The introduction of the 534 area code will provide additional numbering resources to the region and will allow Wisconsin’s telecommunications providers to meet the continuing demand for telephone numbers.

The price of a local or long-distance call 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. The dialing procedure for long distance or operator-assisted calls will not change. Customers will still dial three digits to reach 911. Additionally, if 211, 311, 411, 511, 611, 711 and 811 are currently available in their community, or from their provider, callers will still dial just three digits.

Visit <http://psc.wi.gov/utilityinfo/tele/areaCodes/homeAreaCodeRelief.htm> for more information or contact your local service provider.

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