AT&T-Wisconsin
Notice of Approved Area Code Overlay for 715 Area Code
September 17, 2009

Attention: Wisconsin Payphone Service Providers

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. The 715 NPA generally covers the northern portion of the state and serves communities such as Antigo, Ashland, Eau Claire, Hayward, Hudson, Hurley, Marinette, Medford, Niagra, Rhinelander, River Falls, Spooner, Stevens Point, Superior, Wausau and Wisconsin Rapids. The new 534 area code will serve the same geographic area currently served by the existing 715 area code. This is known as an area code overlay.

What is an Area Code Overlay?

An overlay is the addition of another area code (534) to the same geographic region as an existing area code (715). An overlay does not require customers to change their existing area code or phone number.

Who will be affected?

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.

How does this affect Payphone Service Providers?

To complete local calls from a **landline phone**, the new dialing procedure requires callers to dial the full 10-digit telephone number. This means that 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. Signage displayed on pay telephones in the 715 area code should be updated to reflect the new dialing procedure.

When Will the Change Begin?

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

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

Payphone signage changes should take place between **October 17, 2009** and **July 17, 2010**. This period allows either the old or new dialing procedure to be used to complete these calls. All Payphone Service Providers should complete their signage changes during this period.

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

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 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 can still dial just three digits to reach 911.
- If the 211, 311, 411, 511, 611, 711 and 811 numbers are currently available in your community, you will still dial them with just three digits.

Any questions may be directed to the Payphone Service Provider Account Team.

USA Proud Sponsor of the U.S. Olympic Team