



# Public Service Commission of Wisconsin

Daniel R. Ebert, Chairperson  
Mark Meyer, Commissioner  
Lauren Azar, Commissioner

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

**For Immediate Release – September 11, 2007**

Contact: Amanda Wollin, (608) 266-9600

## **PSC Schedules Public Hearings on 715 Area Code Relief Plans**

MADISON – The Public Service Commission of Wisconsin (PSC) will hold public hearings next week in various communities throughout northern Wisconsin to answer questions and to gather public comments on relief plans for the 715 area code.

In recent years, the prevalence of technology in everyday life has increased tremendously, causing an elevated demand for telecommunications services. This rapid growth of the telecommunications industry has resulted in nearly all telephone number prefixes in the 715 area code to be assigned, causing area code exhaustion for 715 to occur in 2009.

The PSC is not exploring whether to undertake area code relief, as a relief plan is necessary to continue service for all providers and customers. However, the PSC will determine how a new area code will be implemented. There are two methods used to provide area code relief – a geographic split or an overlay. With both methods, there is no change to the prices to make phone calls.

With a geographic split, the area served by the existing area code would be split into two smaller areas. One of the sections would retain the existing area code while the other section would receive a new area code. Local calls within each area code would be dialed using 7 digits.

With an overlay, a new area code would be introduced within the same geographic region now served by the 715 area code. All current customers would keep their current area code and telephone number, while new customers could receive a new area code. With an overlay, the Federal Communications Commission requires that all calls be dialed using the area code.

Citizens are encouraged to attend one of the public hearings listed below and provide comments on the area code relief efforts. Public comments on the 715 area code relief plan will be included in the record the Commission will review in preparing to make a decision.

<b>DATE</b>	<b>TIME</b>	<b>LOCATION</b>
Monday, September 17	1:00 p.m.	River Falls Public Library Main Level Meeting Room 140 Union Street River Falls, WI 54022
Monday, September 17	7:00 p.m.	Eau Claire Senior Center Upper Great Room 1616 Bellinger Street

<b>DATE</b>	<b>TIME</b>	<b>LOCATION</b>
		Eau Claire, WI 54703
Tuesday, September 18	1:00 p.m.	Wausau City Hall Council Chambers 407 Grant Street Wausau, WI 54403
Tuesday, September 18	7:00 p.m.	Marinette City Hall 1 <sup>st</sup> Flr. Council Chambers 1905 Hall Avenue Marinette, WI 54143
Wednesday, September 19	1:00 p.m.	Rhineland City Hall Council Chambers 135 S. Stevens Street Rhineland, WI 54501
Wednesday, September 19	7:00 p.m.	Northern Great Lakes Visitor Center Multipurpose Room 29270 County Highway G Ashland, WI 54806
Thursday, September 20	1:00 p.m.	Hayward City Hall Council Chambers 15889 W. 3rd Street Hayward, WI 54803
Thursday, September 20	6:30 p.m.	Superior Public Library Meeting Room 1530 Tower Avenue Superior, WI 54880
Friday, September 21	1:00 p.m.	Medford Community Center Taylor County Fairgrounds Hwy 64 and Hwy 13 Medford, WI 54451

If you cannot attend the public hearings, but would like to provide comments, you can do so on the PSC's website at <http://psc.wi.gov> through October 5<sup>th</sup>. Click on the Public Comments button on the PSC's homepage and click on the case title for docket 5-TN-100. You can also mail comments to the PSC. Any person who needs additional accommodations to participate in the hearings should contact Docket Coordinator, Kathleen Bakke, at 608-267-9254.

For more information about area code relief plans in Wisconsin, please visit the PSC's website at <http://psc.wi.gov/utilityinfo/tele/areaCodes/home-AreaCodeRelief.htm>. To view case documents, please use the Electronic Regulatory Filing System by typing case number 5-TN-100 into the boxes on the PSC's homepage at: <http://psc.wi.gov/>.

**NOTE:** The 920 area code is also nearing exhaustion. Public hearings will be held in various communities in that part of the state in October. Information about these hearings can be found on the PSC's website. A press release about these hearings will be issued to the media at a later date.

(END)