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WCHV Boosts it's Signal

NewsTalk 1260 AM WCHV has improved it's signal to reach more of the greater Charlottesville market with a quality signal around the clock by broadcasting on 94.1 FM in addition to it's signal at 1260 AM. NewsTalk 1260 AM & 94.1 FM is now providing a stronger and cleaner signal to listeners by adding the FM translator signal. This will be most noticeable during night time hours because many AM stations, like WCHV, are required to reduce their nighttime power and/or utilize a directional signal during non-sunlight hours.

"One year ago when Monticello Media entered the Charlottesville market we said we are committed to serving the Charlottesville market. This is just another indication of that commitment," said Monticello Media VP/GM Dennis Mockler. "We've had numerous listeners ask us what we can do to help them get the station better during non-sunlight hours. There is nothing we can do to increase or improve our AM signal. But adding the FM translator at 94.1 will resolve those issues for many people," Mockler said.

An FM translator is not a full power radio station, but a means to help an existing station provide a better signal within its regular, licensed service area.

NewsTalk 1260 AM & 94.1 FM WCHV boasts the strongest talk line-up in the market with Joe Thomas, Glenn Beck, Rush Limbaugh and Sean Hannity. Since Monticello Media purchased the station last year it has also re-established its position as a radio news leader in Charlottesville. "As part of the process of the growth of the station and the improvement in our signal, we are also bolstering our local news operation," Mockler added.

Monticello Media is a private, Charlottesville-based company operating six radio stations in the Charlottesville market which it purchased last October. In addition to NewsTalk 1260 AM & 94.1 FM Monticello Media owns and operates Country 99.7 WCYK, Hot 101.9 WHITE, Tom @ 107.5 WWJT, Generations 102.3 WZGN and SportsRadio 1400 WKAV.

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