



May 24, 2010

## **SKY4, WSKY-TV, announces massive increase in over-the-air power**

CHESAPEAKE, VA – SKY4, WSKY-TV, is proud to announce the installation of new equipment at its tower site that has resulted in a massive increase in its over the air signal distribution. Within the last two weeks the SKY4 engineering staff completed the replacement of its transmitter and antenna. The new transmitter has resulted in more than a six-fold increase in power output from the new tower site, centrally located in Northern Camden County, North Carolina. Additionally, the new antenna ensures that a more reliable signal now blankets hundreds of thousands of homes throughout Southeast Virginia and Northeast North Carolina.

The recent equipment installation comes on the heels of WSKY-TV's completion of its new 1,000 foot tower in Northern Camden county North Carolina, within a couple of miles of the Virginia border. The new structure has the unique distinction as the tallest structure in Northeast North Carolina, and provides SKY4 with a central point of broadcast within the 43rd largest television market in the country. This central location allows WSKY-TV the ability to provide solid coverage from Williamsburg, VA down to the tip of Dare County, NC.

During the recent equipment change, some viewers may have lost the former SKY4 signal. Viewers are urged to rescan their digital receivers and television sets so that they can benefit from the new and improved SKY4 signal. The SKY4 staff is available to answer any questions regarding the changes via phone (757-382-0004), and the station website ([www.sky4tv.com](http://www.sky4tv.com)) contains helpful information regarding residential antennas.

"I'm excited about the tower and new equipment upgrades we've completed. The new signal saturates our coverage area and should increase everyone's ability to receive the station" said Glenn Holterhaus WSKY-TV President/ GM.

WSKY-TV is a full power HD VHF station serving the Norfolk-Portsmouth DMA, with a coverage area extending from Williamsburg, VA to Dare County, NC. WSKY-TV can be seen on all cable systems serving the market as well as Dish Network.

For more information, please contact Ed Marlowe, Director of Programming via telephone 757-382-0004 or email [edward@4hamptonroads.com](mailto:edward@4hamptonroads.com) .