



For immediate release

July 29, 2019

Contact: Kelly Hoffman
864.240.5204
khoffman@hearst.com

WYFF 4 and MeTV Carolina move to new frequencies under FCC transition plan

Viewers Using Antennas Will Need to Rescan TVs

Greenville, SC – WYFF 4 and MeTV Carolina are moving frequencies on Friday, September 6 at 9 a.m., and viewers who watch TV for free with an over-the-air antenna must rescan their TVs to continue watching both stations.

Rescanning is when a TV finds all the available channels in an area. It requires only the remote control and takes just a few minutes. Over-the-air viewers do not need to purchase new equipment or services. To learn how to rescan, visit WYFF4.com/rescan. Those who watch through a cable or satellite service do not need to rescan.

“WYFF 4 has been a part of this community for more than 65 years, and we know that our viewers rely on us for critical Live. Local. Breaking News. and severe weather coverage, along with the very best in sports and entertainment programming. That’s not going to change,” said John Humphries, WYFF 4 President and General Manager. “Our goal is to make this transition as easy as possible for our viewers to ensure they can keep watching the programs they love.”

Nearly one-thousand television stations across the country are expected to move to new frequencies by June 2020. The move is a result of [the FCC's recent incentive auction](#) to make additional airwaves available for wireless internet services. TV stations must move frequencies at different times as required by the FCC. This means viewers who use an antenna may have to rescan their TV sets more than once.

HEARST
television

About WYFF 4

WYFF 4 is Hearst Television's NBC affiliate station in the nation's 38th television market, Greenville-Spartanburg-Anderson-Asheville. WYFF 4 is a digital multi-media company providing news, weather, sports, information and entertainment content on WYFF 4, wyff4.com, and MeTV Carolina. WYFF News 4 has been honored with prestigious broadcast journalism awards including the NABEF Service to America Award, the Peabody and Edward R. Murrow Awards. WYFF News 4 is the leader in Live.Local.Breaking News., and is the area's most recognized weather provider with Live Super Doppler 4 HD forecasts, available on-air, online and on multiple devices with the WYFF 4 app.

About Hearst Television

Hearst Television owns and operates 34 television and two radio stations serving 26 media markets across 39 states reaching over 21 million U.S. television households. Through its partnership with nearly all of the major networks, Hearst Television distributes national content over nearly 70 video channels including programming from ABC, NBC, CBS, CW, MY Net, MeTV, This TV, Estrella and more. The radio stations are leaders in Baltimore news/talk and rock music listenership. Hearst Television is recognized as one of the industry's premier companies and has been honored with numerous awards for distinguished journalism, industry innovation, and community service. Hearst Television is a wholly owned subsidiary of Hearst.

