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### **HEARTLAND MEDIA'S WTVA WELCOMES NEWS DIRECTOR**

**TUPELO, Miss.** — Heartland Media, LLC is pleased to announce that Steve Rogers has been named news director for WTVA, the company's television station in North Mississippi.

Since July, Rogers has been covering the Golden Triangle area of North Mississippi for WTVA.

Prior to joining the station, Rogers held positions as interim news director, assistant news director and assignment editor with WCBI-TV in Columbus, Miss., during the course of nine years. He also served as the city editor for the Commercial Dispatch newspaper in Columbus, Miss. During his career, Rogers resided in Gallatin, Tenn., Washington, D.C., and Manchester, Conn.

Rogers is a Yale University graduate with a Bachelor of Arts in administration and finance.

"Steve is a journalist to his core," said Jerry Jones, the general manager for WTVA. "He has a passion for our business and a clear vision for where we need to be in our near and distant future. He knows our market, he has a great work ethic and he has a teacher's heart for the next generation of journalists."

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