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Heartland Media has announced Mike Raffaele has been hired as the news director for WTVA-TV in Tupelo-Columbus, Mississippi.

Raffaele comes to the station in Northeast Mississippi from WPEC-TV in West Palm Beach, Florida, where he spent the past year as the newsroom assignment manager. Prior to that, he held newsroom managerial positions at television stations in Johnstown, Pennsylvania, and Allentown, Pennsylvania.

His journalism background is rooted in newspapers where he has held editorial positions at publications in the Northeast U.S., including the New York Post and the Philadelphia Daily News. For seven years, he was the owner and publisher of a newspaper in West Chester, Pennsylvania. He also worked as a radio news director and as a producer with [ABCNews.com](http://ABCNews.com).

"I'm thrilled to be joining this talented news team," said Raffaele. "This station has formed a special bond with the community through its commitment to covering local news. I'm honored to be a part of a team that will strive to continue that winning tradition."

Raffaele begins his new job February 27.